

Roll No. ....

**29105**

**MBA 2 Year 1st Semester (NEP-2020)  
Examination – December, 2025**

**BUSINESS RESEARCH METHODS**

**Paper : 24IMS201DS05**

***Time : Three hours ]***

***[ Maximum Marks : 70***

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :** All questions of Section - A are *compulsory*. Attempt *four* questions from Section - B, selecting *one* question from each Unit. All questions carry equal marks.

**SECTION – A**

**1. Write short notes on the following :**

(a) Hypothesis

(b) Adjusted R Square

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- (c) Reliability
- (d) Variance
- (e) Content Analysis
- (f) Cluster Analysis
- (g) Bibliography

## **SECTION – B**

### **UNIT – I**

~~2~~ What are the key stages of the research process and explain how each stage contributes to the overall success of a research study.

3. Discuss the rationale of research in modern business. How does research aid in solving complex business problems ?

### **UNIT – II**

~~4~~ What is research design ? What is the difference between descriptive and diagnostic research design ?

5. What are the four types of measurement scales ? How measurement scales influences the choice of statistical techniques and interpretation of data ?

### UNIT – III

6. Explain the guidelines for constructing a well-designed questionnaire and its role in data collection.

7. A study investigated the perception of corporate ethical values among individuals specializing in marketing. Using  $\alpha = 0.05$  and the following data (higher scores indicate higher ethical values), test for significant differences in perception among three groups :

Marketing Manager	Marketing Research	Advertising
6	5	6
5	5	7
4	4	6
5	4	5
6	5	6
4	4	6

### UNIT – IV

8. Discuss the essential components of a research report. What precautions should be taken while writing and presenting a research report ?

- 9. What do you mean by factor analysis ? How is Confirmatory Factor Analysis (CFA) different from Exploratory Factor Analysis (EFA) ?**
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