

Code No: **24BA2T5****I MBA - II Semester - Regular Examinations – JUNE 2025****RESEARCH METHODS FOR BUSINESS DECISIONS**

Duration: 3 Hours

Max. Marks: 70

Note: 1. This question paper contains two Parts: Part-A and Part-B.

2. Part-A contains 5 essay questions with an internal choice from each unit.

Each Question carries 12 marks.

3. Part-B contains one Case Study for 10 Marks.

4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

			BL	CO	Max. Marks
<u>UNIT – I</u>					
1.	a)	Define research and explain motivations in research.	L2	CO1	6M
	b)	Describe the importance of business research and its role in decision-making.	L3	CO1	6M
OR					
2.	a)	Compare and contrast quantitative and qualitative research with examples.	L3	CO1	6 M
	b)	Evaluate the role of literature review in ensuring the originality and contribution of research findings.	L4	CO1	6 M

<u>UNIT – II</u>					
3.	a)	Define research design and explain its significance in the research process.	L2	CO2	6 M
	b)	Examine the advantages and disadvantages of primary vs. secondary data in business research.	L3	CO2	6 M
OR					
4.	a)	Compare and contrast probability sampling and non-probability sampling methods.	L3	CO2	6 M
	b)	What is sampling theory, and why is it essential in research?	L2	CO2	6 M
<u>UNIT-III</u>					
5.	a)	Explain the importance of attitude measurement in research.	L2	CO3	6 M
	b)	Describe the key precautions to be taken while designing a questionnaire.	L2	CO3	6 M
OR					
6.	a)	How does questionnaire design impact the accuracy of research findings? Discuss.	L3	CO3	6 M
	b)	Evaluate the effectiveness of different attitude measurement scales in business research.	L4	CO3	6 M

<u>UNIT – IV</u>					
7.	a)	Define hypothesis and explain its importance in research.	L2	CO4	6 M
	b)	Describe the types of errors in hypothesis testing.	L2	CO4	6 M
OR					
8.	a)	Analyze the differences between T-test and Z-test in terms of their assumptions and applications.	L3	CO4	6 M
	b)	Evaluate the significance of ANOVA (One-way and Two-way classifications) in business research.	L4	CO4	6 M
<u>UNIT – V</u>					
9.	a)	Describe the key components of a well-structured research report.	L2	CO5	6 M
	b)	Compare the advantages and disadvantages of qualitative vs. quantitative research reports.	L3	CO5	6 M
OR					
10.	a)	Examine the ethical concerns involved in AI-assisted research writing.	L3	CO5	6 M
	b)	Explain the significance of plagiarism in research and its consequences.	L2	CO5	6 M

PART – B

11.	CASE STUDY	L5	CO5	10 M
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A researcher wants to determine whether customer satisfaction (Satisfied, Neutral, Dissatisfied) is related to the type of online shopping platform (Amazon, Flipkart, Myntra). The following data is collected from a survey:

Shopping Platform	Satisfied	Neutral	Dissatisfied	Total
Amazon	50	30	20	100
Flipkart	40	35	25	100
Myntra	45	40	15	100
Total	135	105	60	300

Use the Chi-square test for independence to check whether there is a significant association between the shopping platform and customer satisfaction. (Use $\alpha = 0.05$).