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II Semester M.B.A. (Day & Evening) Degree Examination
November/December-2025
MANAGEMENT
Business Research Methods
(CBCS Scheme 2019 Onwards)
Paper : 2.2

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** of the following questions. Each question carries **5** marks. **(5×5=25)**

1. What are the major components of a good research study?
2. Briefly describe various probability sampling techniques with example.
3. Outline the major steps in the research process with a brief explanation of each.
4. Does formulating a research problem influence subsequent steps of the research process? How is it different from management problem?
5. Discuss primary scales of measurement in Research.
6. Describe the significance of literature review in scientific research.
7. A researcher wishes to compare two hotels on the following attributes:
   Convenience of location, Friendly personnel, Value for money, design a Likert scale and semantic differential scale to accomplish this task.

SECTION - B

Answer any **Three** of the following questions. Each question carries **10** marks.
(3×10=30)

8. Prepare a questionnaire to study the impact of social media on purchasing decisions. Mention the type of scales you will use and justify your choices.
9. Explain the essential components of a good research report. How do structure and logical flow enhance the readability of a report?

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10. Compare and contrast exploratory research design and conclusive research design in terms of purpose,method, and outcomes.

11. Write short notes on:

    a) Descriptive and inferential statistics.

    b) Type I and Type II error in hypothesis testing.

SECTION - C

12. **Compulsory Case Study:** **(1×15=15)**

Retail company, **StyleKart Fashions Pvt.Ltd.,** operates **25 apparel stores** across major cities in South India. The management wants to understand **customer buying behaviour and brand perception** to improve marketing strategies and product placement.

The company's research objectives are to:

* Identify the factors that influence customer's purchase decisions (e.g.,price,quality, brand image,promotional offers)
* Compare customer preferences between **metro cities** and **tier-2 cities.**
* Examine how **age, gender, and income** affect fashion purchase patterns.

Since surveying all customers is not feasible,the marketing research team must select an appropriate **sampling method** and determine a representative **sample size.**

a) Identify the **target population** and **sampling unit** for this study.

b) Suggest an appropriate **sampling method** (probability or non-probability) and justify your choice.

c) How would you decide the **sample size,** considering cost, time, and representativeness?

d) Explain the steps you would take to ensure **Reliability and validity** in this research.