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Reg. No. | | | | | | | | | |

II Semester M.B.A.(Day and Evening) Degree Examination, December - 2023

MANAGEMENT

Business Research Methods

(CBCS Scheme)

Paper : 2.2

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

SECTION - A

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

1. Explain the key types of research based on logic.
2. Formulate a hypothetical research topic and a suitable hypothesis based on those characteristics.
3. How has the internet transformed the research process?
4. Briefly describe the classification of scales of measurement.
5. Differentiate between probability and non-probability sampling methods.
6. Explain the types of errors that can occur in hypothesis testing.
7. Briefly explain the research reports format.

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SECTION - B

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

8. Provide a comprehensive overview of the design of research. How does the choice of research design influence the overall research process and its outcomes?
9. Highlight the importance of pilot testing, validity, and reliability in the questionnaire design process.
10. Describe the data preparation process. How do these steps contribute to the transformation of raw data into meaningful insights for research?
11. Compare and contrast parametric and non-parametric tests in terms of their conditions for practical applicability, and implementation.

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SECTION - C

12. CASE STUDY (Compulsory Question) (1×15=15)

Golden Retail noticed a decrease in customer satisfaction scores based on customer feedback and surveys. Some customers have cited long wait times at the checkout counters, difficulty in finding products, and issues with customer service. To address these concerns, the company has initiated a research study.

Questions:

a) Provide a clear and concise statement that outlines the main goal of the research.

b) Which data collection method do you think would be more suitable for assessing customer satisfaction? Justify

c) Suppose Golden Retail wants to survey a sample of its customers, design a Questionnaire to address all the concerns.

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