Total Number of Pages: 02
Course: MBA
Sub_Code: 18MBA204

2nd Semester Regular/Back Examination: 2023-24
SUBJECT: Business Research
BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA(A&M), MBA(M&F), MM, RM
Time: 3 Hour
Max Marks: 100
Q.Code: P464
Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 **Answer the following questions:** **(2 x 10)**
- **a)** What is the significance of scientific research in business decision making?
- **b)** What are the different types of research designs?
- **c)** What is DiscriminantAnalysis?
- **d)** What is the purpose of the t-test and F-test in hypothesis testing?
- **e)** How can the use of software packages help in report writing and presentation?
- **f)** What are the key aspects emphasized in the practical aspects of business research?
- **g)** Differentiate between primary and secondary data in the research process.
- **h)** What is bi-variate correlation
- **i)** What is the purpose of the Chi-square test in data analysis?
- **j)** What is the role of one-way ANOVA procedure in data analysis?

Part-II

Q2 **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** **(6 × 8)**
- **a)** Discuss the importance of research methodology in changing business scenarios and how it can provide insights to face business challenges.
- **b)** Explain the process of identification of research problem and formulation of hypothesis in the research design.
- **c)** Describe the various techniques of measurement and scaling in the research process.
- **d)** Discuss the application of non-parametric tests, such as the Kruskal-Wallis test, in data analysis.
- **e)** Analyze the role of factor analysis and multiple regression analysis in data interpretation.
- **f)** Elaborate on the structure and significance of the research report, including types and presentation.

g) Explain the use of software packages for drawing frequencies, bar charts, and histograms in report writing.

h) Discuss the importance of reliability analysis and factor analysis in the research process.

i) Analyze the application of simple regression, multiple regression, and reliability analysis in the research context.

j) Describe the process of data processing and the role of various data processing techniques in the research methodology.

k) Explain the significance of the t-test, F-test, and chi-square test in hypothesis testing.

l) Discuss the importance of sampling fundamentals and sample designs in the research process.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Critically evaluate the role of research methodology in business decision-making and its impact on the changing business scenario. Discuss the key elements of the research process and their application in the course. **(16)**

Q4 Analyze the various data analysis techniques, such as hypothesis testing, non-parametric tests, factor analysis, and multiple regression analysis, and their significance in the research process. Explain how these techniques can provide insights and support business decision-making. **(16)**

Q5 Discuss the importance of report writing and presentation in the research process. Elaborate on the structure, types, and significance of the research report, and the practical aspects of using software packages for creating and editing graphs, charts, and other visual representations. **(16)**

Q6 Assess the overall relevance and applicability of the research methodology in the changing business environment. **(16)**