

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***UG/PG DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2026*****Second Semester******Master of Business Administration*****PMBT2425 - BUSINESS RESEARCH METHODS*****Regulations - 2024******Duration: 3 Hrs.******Maximum: 100 Marks******PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)***

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Define business research.	L1	1	2
2.	Interpret about research hypotheses.	L2	1	2
3.	State the meaning for exploratory research.	L1	2	2
4.	Find out the types of validity in research.	L2	2	2
5.	Write about secondary data.	L1	3	2
6.	Recall the meaning of sampling plan.	L1	3	2
7.	Describe the steps in data preparation process	L2	4	2
8.	Differentiate between regression and correlation analysis.	L2	4	2
9.	What is the need of executive summary?	L1	5	2
10.	Write the meaning of Ethics in Research.	L2	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11. a	Examine the steps involved in research process with appropriate flow diagram.	L2	1	16
	Or			
b	Experiment different types of research in Indian business scenario with appropriate illustrations.	L2	1	16
12. a	Interpret various methods of experimental research design and its advantages with suitable examples.	L3	2	16
	Or			
b	Appraise basic scaling techniques involved during questionnaire preparation with illustrations.	L3	2	16

13.	a	Discuss different methods of primary data collection with appropriate illustrations. List out its advantages and disadvantages.	L5	3	16	
Or						
	b	Enumerate different types of sampling techniques in collecting data with suitable evidences.	L5	3	16	
14.	a	Analyze classification of multivariate analysis techniques with appropriate illustrations.	L4	4	16	
Or						
	b	i	Evaluate the applications of statistical software for data analysis.	L4	4	8
		ii	Outline about multidimensional scaling in data analysis.	L4	4	8
15.	a	Demonstrate the contents of research report with a model report preparation.	L5	5	16	
Or						
	b	i	Enumerate different types of research report in business research methods.	L5	5	8
		ii	Validate ethics in research with substantial evidences.	L5	5	8
