



M.B.A II Semester Degree Examination, October - 2023

MANAGEMENT

Business Research Methods

(NEP)

Time : 3 Hours

Maximum Marks : 70

Note : Answer **any five** of the following questions with Question No. **1** is **compulsory**.
Each question carries equal marks.

1. Discuss the application of research in business decision making and explain the process of research. **14**
2. Explain in detail the classification of experimental research design. **14**
3. What is probability sampling? Explain the various types of probability sampling with its merits and demerits. **14**
4. Design a questionnaire to study the buying behaviour of consumer in a grocery store. **14**
5. What are the various types of research report? Explain the importance of report writing. **14**
6. Write an explanatory note on application of exploratory and conclusive research. **14**
7. Discuss the various forms of attitude measurement scales with illustrations. **14**
8. (a) Explain the feature of good research study. **5**
(b) What are the sources of secondary data? **5**
(c) Explain the guidelines for effective documentation. **4**

