H

MB–201

M. B. A. (SECOND SEMESTER)

MID SEMESTER

EXAMINATION, April, 2023

BUSINESS RESEARCH METHOD

Time : 1½ Hours

Maximum Marks : 50

Note : (i) This question paper contains two Sections–Section A and Section B.

(ii) Both Sections are compulsory.

(iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section A. Each sub-question carries 10 marks.

(iv) Section B consisting of Case Study is compulsory. Section B is of 20 marks.

P. T. O.

Section—A

1. (a) What is Research ? Briefly explain the concept, nature and scope of business research.   (CO1, CO2)

(b) Entail the various characteristic of research.   (CO1, CO2)

(c) Are ethics important while doing research ? How ?   (CO1, CO2)

2. (a) Highlight the types of research according to :   (CO3)

(i) its purpose

(ii) the sources of information

(b) Briefly discuss the steps in Research Process.   (CO3)

(c) Discuss different methods of collecting data with the help of suitable examples.

(CO3)

3. (a) Differentiate between Observation and Interview.   (CO4)

(b) Distinguish briefly between Exploratory, Descriptive and Causal research designs with suitable examples.   (CO4)

(c) "Focused Group Discussion (FGD) is a useful tool for collecting primary data". Justify the statement.   (CO4)

Section—B

4. **Case Study** :   (20 Marks)

"Bajaj Auto" one of the leading automobile companies in India, lost market shares to its competitor Hero Honda in the late 1990's. In order to regain its market share, the company plans to find out the reason for its failure in the market. You are appointed as a researcher to M/s Bajaj Auto.

Questions :

(a) What type of research design would you prefer ? Support your answer with reasons.

(b) State the sources through which Bajaj Auto can obtain primary data.

(c) How would you prepare a research support ?