End-Term Examination
(CBCS) (SUBJECTIVE TYPE) (Offline)
Course Name: MBA, Semester: 2nd
(May, 2025)

Subject Code: MMS 106	Subject: Business Research Methods
Time: 3 Hours	Maximum Marks: 60

Note: Q1 is compulsory. Attempt one question each from the Units I, II, III & IV.

Q1		(2.5*8=20)	CO Mapping
	a) What is the role of research in business decision-making?		CO1
	b) After a bumper crop, a mushroom grower hypothesizes that mushroom will remain at the wholesale average price of Rs.100 per kg. State the null hypothesis and alternate hypothesis.		CO1
	c) How respondents are encouraged to provide the information that they are unwilling to give?		CO2
	d) What is semantic differential rating scale?		CO2
	e) How would you determine the appropriate sample size for a research study?		CO3
	f) How unsatisfactory responses are treated during the data preparation process?		CO3
	g) What are the some of the usage of cluster analysis in business research?		CO4
	h) What is multidimensional Scaling (MDS) Test?		CO4
	UNIT I		**CO Mapping**
Q2	The marketing research process involves a number of interrelated activities, which overlap and do not rigidly follow a particular sequence. Comment.	(10)	CO1
Q3	Explain the different types of research in business, providing relevant examples?	(10)	CO1
	UNIT II		**CO Mapping**
Q4	Describe the major statistical designs used in the causal research.	(10)	CO2
Q5	What is a non-comparative rating scale? Describe the major non-comparative scales used in the business research.	(10)	CO2
	UNIT III		**CO Mapping**
Q6	Describe the various methods of sampling, including both probability and non-probability sampling techniques.	(10)	CO3