

**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE
(AUTONOMOUS)**

I – MBA II - Semester Regular/Supplementary Examinations (BR23), June/July - 2025

Business Research Methods (MBA)

Time: 3 hours

Max. Marks: 70

PART - A Answer ONE Question from each UNIT (5 x 12 = 60 Marks)

All Questions Carry Equal Marks

PART - B Compulsory (1 x 10 = 10 Marks)

PART -A

UNIT-I		Marks	CO	BL
1.a)	Define research and explain its characteristics.	6M	1	1
b)	Differentiate between qualitative and quantitative research.	6M	1	4
OR				
2.a)	Outline the ethical considerations in business research.	6M	1	2
b)	How research problem is identified and defined?	6M	1	3
UNIT-II		Marks	CO	BL
3.a)	Discuss the tools and techniques used for collecting primary data.	6M	2	6
b)	Distinguish between random sampling and non-random sampling techniques with examples	6M	2	4
OR				
4.a)	What factors influence the determination of sample size in a research study?	6M	2	1
b)	Explain the differences among nominal, ordinal, interval, and ratio scales with examples.	6M	2	2
UNIT-III		Marks	CO	BL
5.a)	What is survey research? Mention the types of survey research designs.	6M	3	1
b)	Differentiate between telephone interviews and self-administered questionnaires.	6M	3	4
OR				
6.a)	Explain the procedure for preparation and presentation of good research report.	6M	6	2
b)	What is data classification? How does it help in analysis?	6M	3	1
UNIT-IV		Marks	CO	BL
7.a)	Evaluate the importance of hypothesis formulation?	6M	4	5
b)	Elaborate the parametric and non-parametric tests with examples.	6M	4	6
OR				
8.a)	Explain the use of the Chi-Square test in research	6M	4	2
b)	Apply the impertinence of a test of significance in statistical analysis?	6M	4	3
UNIT-V		Marks	CO	BL
9.a)	Differentiate between analysis of dependence and interdependence.	6M	5	4
b)	Write a short note on the t-test for comparing two means?	6M	5	1

OR

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|---|----|---|---|
| 10.a) Interpret the assumptions of ANOVA (Analysis of Variance). | 6M | 5 | 2 |
| b) Analyse the role of multivariate techniques in decision-making and predictive modelling. Give suitable examples. | 6M | 5 | 4 |

PART – B

CASE STUDY

- 11 The following are the defective pieces produced by four operators working in turn, on four different machines:

Marks	CO	BL
10M	5	3

Machine	Operator			
	I	II	III	IV
A	3	2	3	2
B	3	2	3	4
C	2	3	4	3
D	3	4	3	2

Perform analysis of variance at 5% level of significance to ascertain whether variability in production is due to variability in operator's performance or variability in machine's performance.
