

KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(3 Pages)

Reg. No:.....

Question Code: 26E04202

Course Code : 25PMBA12

PG Degree - End Semester Examinations, April 2026

First Semester

M.B.A

Research Methods in Business

(For those who joined in June 2025 onwards)

Time : 3Hours

Maximum : 75 Marks

PART - A (5 × 4 = 20 Marks)

Answer ALL Questions

Answer should not exceed 250 words.

- CO:1 1. Define Business Research and list the various types of research
K:2 designs used in business studies.
- CO:2 2. Recall the definition of a research problem and state the
K:2 primary sources for identifying a research topic.
- CO:3 3. Explain the essentials of a good sampling design and illustrate
K:2 the difference between a parameter and a statistic.
- CO:4 4. Summarize the process of data editing and coding within the
K:2 data processing stage.
- CO:5 5. Describe the purpose of an Executive Summary and the role of
K:2 an Appendix in a research report

PART - B (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

- CO:1 6. (a) Examine the role of theory in research and analyze how
K:4 variables are utilized to develop a research hypothesis

(OR)

- (b) Distinguish between different types of research designs and classify their suitability for exploratory versus descriptive studies.

CO:2 7. (a) Identify a research problem in a business context and
K:3 formulate a research hypothesis based on a review of literature.

(OR)

(b) Utilize sampling methods to solve the practical limitations of using a census method for a large population.

CO:3 8. (a) Inspect the various modes of primary data collection and
K:4 analyze the importance of validity in pre-testing research tools.

(OR)

(b) Categorize probability and non-probability sampling methods and examine their impact on the generalization of findings.

CO:4 9. (a) Analyze the application of statistical tools like Regression
K:4 or SEM and test for common errors in data interpretation.

(OR)

(b) Dissect the role of diagrams and graphs in presenting research results and survey their effectiveness in business reporting.

CO:5 10. (a) Appraise different styles of referencing (APA/MLA) and
K:3 justify their importance in maintaining academic integrity.

(OR)

(b) Identify the structural requirements of an academic research report versus a business research report.

CO:5 11. **Case Study:**

K:6 Consumer Perception of Sustainable Packaging Scenario:
A regional beverage company wants to transition to 100% recycled glass bottles. They need to understand if their current customer base perceives this as a value-add or a reason to switch to competitors. The company has a customer database of 50,000 active users and wants to ensure the results are statistically significant before making the investment.

Questions:

- a) Categorize the specific variables (independent, dependent, and moderating) that must be examined in this study.
- b) Evaluate the choice between using an Interview Schedule and a Questionnaire for this scenario and justify your selection.
- c) Propose a comprehensive research design and formulate three testable hypotheses that would provide a strategic solution for the company.