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Question Paper Code :MB2505

MBA DEGREE EXAMINATION APRIL/ MAY 2026

Second Semester

MB2505- Business Research Methods

(Regulation: 2025)

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Give two differences between exploratory and causal research.
2. What is meant by evolutionary perspective in research?
3. State any two features of experimental research.
4. What is meant by pilot testing?
5. List any two methods of primary data collection.
6. What is simple random sampling?
7. State any two differences between qualitative and quantitative analysis.
8. What is the purpose of statistical software in research?
9. Explain the Importance of Executive Summary.
10. What is plagiarism?

Part – B (5 x 13 = 65 marks)

11. a) Explain the concept of a Research Problem and the steps involved in problem formulation.

OR

- b) Discuss how business research helps in managerial decision-making with examples.

12. a) Define Research Design and explain its importance in business research.

OR

- b) Explain how research design ensures accuracy and credibility of research findings.

13. a) A researcher wants to measure the average stress levels of 2,000 high school students across a specific school district to identify if there is a correlation between homework hours and anxiety.

Apply the suitable method allows for the quickest data collection from this large group

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OR

- b) A company with 800 female and 200 male employees wants to survey staff about workplace culture. To ensure the results reflect the actual gender balance, they randomly select 80 women and 20 men for their sample.
Apply and Discuss the appropriate sampling method.

14. a) Discuss the importance of data preparation in research and how it affects results.

OR

- b) Explain how data analysis techniques support decision-making in business research.
15. a) An environmental scientist is writing a report on local water quality. The report will be presented to the City Council (non-scientists) to help them decide on a new budget, rather than to a peer-reviewed academic journal.

As a Researcher, How would you adapt your writing style?

OR

- b) A researcher collects sensitive information about students' illegal drug use for a sociology paper. To make the report more "real," they include the students' initials, birth dates, and specific neighbourhood names.

Evaluate which ethical standard is the researcher failing to uphold.

PART C (1 X 15 = 15)

16. a) A company uses AI tools to analyze customer behavior without informing participants or taking consent.
1. What are the ethical concerns?
 2. Analyze the role of informed consent.
 3. Evaluate the risks and benefits of AI in research.
 4. Suggest ethical guidelines for AI usage.
 5. Provide recommendations for responsible AI research

OR

- b) A company uses real-time analytics to make instant decisions without verifying data accuracy.
1. Analyze the problem in decision-making.
 2. Evaluate advantages and limitations of real-time analytics.
 3. What risks are involved?
 4. Suggest a balanced approach.
 5. Provide recommendations for effective use.