

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)

MBA I Year II Semester Regular Examinations May-2026

BUSINESS RESEARCH METHODS

Time: 3 Hours

Max. Marks: 60

(Answer all Five Units 5 x 12 = 60 Marks)

UNIT-I

- 1 What is business research? Explain the importance of business research for a developing economy like India. CO1 L1 12M

OR

- 2 a Discuss languages of research in detail. CO1 L2 6M
b Explain the ethical issues involved in business research. How can they be resolved. CO1 L2 6M

UNIT-II

- 3 Outline the steps involved in the business research process. CO2 L2 12M

OR

- 4 a Explain the importance of literature survey in hypothesis development CO2 L2 6M
b What are the major difference between descriptive and exploratory reseach designs. CO2 L1 6M

UNIT-III

- 5 How would you differentiate between simple random sampling and complex random sampling designs? Explain with examples. CO3 L2 12M

OR

- 6 a Explain various methods used in collecting business data. CO3 L2 6M
b Differentiate between structured and unstructured questionnaires. CO3 6M

UNIT-IV

- 7 Distinguish between parametric statistics and non-parametric statistics. Indicate their uses in different types of data or researches CO4 L2 12M

OR

- 8 a Discuss the various methods of inferential analysis. CO4 L2 6M
b Explain how correlation analysis helps in business decision-making. CO4 L2 6M

UNIT-V

- 9 Indicate the general format of research report and mention its specific category of each major section of report. CO5 L1 12M

OR

- 10 a List the essential components of a business research report. CO5 L1 6M
b What is the purpose of an executive summary in a research report? CO5 L1 6M

*** END ***