

**BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT**

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code 

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Second Semester MBA Degree Examinations, October/November 2022

**RESEARCH METHODOLOGY**

Duration: 3 hrs

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Question No. 1 to 7.**2. Question No. 8 is compulsory**3. Missing data, if any, may be suitably assumed*

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. Define Research Methodology?	03	(1 : 1 : 1)
	b. Explain the applications of research in business decisions.	07	(2 : 1 : 1)
	c. Discuss the research process in detail.	10	(2 : 1 : 1)
2.	a. Summarize on the term "Research Design"?	03	(1 : 2 : 2)
	b. Distinguish between cross-sectional & longitudinal studies.	07	(1 : 2 : 2)
	c. Explain the various classifications of experimental designs.	10	(2 : 2 : 2)
3.	a. List the various characteristics of good sample.	03	(1 : 3 : 3)
	b. Define non-sampling error? Explain the types of non-sampling error.	07	(2 : 3 : 3)
	c. Classify the different types of probability and non-probability sampling.	10	(3 : 3 : 3)
4.	a. Define Thurstone scale with an example.	03	(1 : 4 : 4)
	b. Describe the four types of measurement scales with suitable examples.	07	(3 : 4 : 4)
	c. Explain the process of designing questionnaire in detail.	10	(2 : 4 : 4)
5.	a. Define SPSS software?	03	(1 : 5 : 5)
	b. Define research report? Explain the steps involved in report writing.	07	(1 : 5 : 5)
	c. Discuss Aristotle's 3 principles of persuasive communication and its characteristics in detail.	10	(2 : 5 : 5)
6.	a. List the various ethics involved in research.	03	(1 : 1 : 1)
	b. Describe the steps involved in developing a research proposal.	07	(2 : 1 : 1)
	c. Evaluate the various operations involved in data analysis.	10	(5 : 5 : 5)
7.	a. Define questionnaire design?	03	(1 : 2 : 2)
	b. Explain the sampling process in detail.	07	(2 : 3 : 3)
	c. Explain the advantages and disadvantages of secondary data in detail.	10	(2 : 4 : 4)

8.

**Case study**

A company is engaged in the manufacture of “Ready to eat” foods. The company accounted for about 10% of the market shares in idli/dosa mix, which is its main product. However, the company has been facing stiff competition from a competing brand in the last six months, resulting in gradual decline in sales volume. The company is very much concerned with this and after series of meetings, the board of Directors decide to hire an external agency to conduct a systematic study and analyze the situation as a marketing consultant of the external agency.

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| a. Define problem statement and research objectives of the above case.                                       | <b>10</b> | (4 : 2 : 2) |
| b. Identify the type of research design used and sampling technique used and justify the same with benefits. | <b>10</b> | (5 : 2 : 2) |

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