TB253136E

Reg. No :.....

Name :.....

BACHELOR'S DEGREE EXAMINATION, OCTOBER 2025

2024 ADMISSIONS REGULAR

SEMESTER III - CORE COURSE (MANAGEMENT STUDIES)

MS3CC03B24 - Business Research Methodology

Time : 2 Hours

Maximum Marks : 70

Part A

Answer any 2 questions from the bunch of CO1. Each question carries 3 mark. (3x2=6)

1. How does applied research contribute to solving real-world problems? Give an example. [CO1,Understand]
2. Differentiate between fundamental (pure) research and applied research with one example each [CO1,Remember]
3. How does experimental research ensure control over variables? [CO1,Remember]

Part A

Answer any 3 questions from the bunch of CO2. Each question carries 3 mark. (3x3=9)

4. A company reports declining employee motivation. Suggest how you would formulate a research problem and hypothesis for investigating this issue [CO2,Apply]
5. A retail chain wants to study customer satisfaction with its online delivery service. Frame one research question and one research objective for this study [CO2,Apply]
6. You are asked to conduct research on the low adoption of electric vehicles in a city. How would you analyse and refine the research problem to make it researchable? [CO2,Apply]
7. A researcher is interested in studying the impact of social media usage on students' academic performance. Write a possible problem statement for this research. [CO2,Apply]

Part B

Answer any 2 questions from the bunch of CO1. Each question carries 5 mark. (5x2=10)

8. Explain how descriptive research helps in understanding consumer behaviour in the case of a supermarket. [CO1,Understand]
9. A researcher reviews published articles and statistical databases to analyse trends in global e-commerce. What type of data is being used? Explain [CO1,Understand]
10. Explain the scientific method to knowledge building [CO1,Understand]

Part B

Answer any 1 question from the bunch of CO2. Each question carries 5 mark. (5x1=5)

11. A retail chain observes that online sales are growing rapidly while in-store sales are declining. They want to know what drives customers to prefer online shopping. Frame the research problem possible research questions [CO2,Apply]
12. Discuss the purpose of conducting a literature review in business research. [CO2,Apply]

Part C

Answer any 1 question from the bunch of CO3. Each question carries 20 mark. (20x1=20)

13. Explain the different measures of central tendency. [CO3,Analyse]
14. A researcher is considering different ways to measure consumer attitudes and behaviours for studying brand loyalty among smartphone users. Data points to be collected are Brand preference, attitude toward the brand, satisfaction score, number of times the customer has switched to a different brand. For each variable,

recommend the most appropriate scaling technique. Explain how the choice of scaling technique will influence the type of analysis [CO3,Analyse]

Part C

Answer any 1 question from the bunch of CO4. Each question carries 20 mark. **(20x1=20)**

15. What is Univariate Analysis? Explain with an example. [CO4,Evaluate]
16. Discuss some real world examples of Univariate, Bivariate & Multivariate Analysis. [CO4,Evaluate]