

Model Question Paper

Second Semester MBA Degree Examination

Research Methodology

Time: 3 Hours

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q1 to Q7.

2. Question No. 8 is compulsory.

3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.

			M	L	C
Q1	a.	Compare applied and conceptual research.	03	L2	CO1
	b.	A restaurant owner wants customers to rate food quality, service, cleanliness, and ambience on a scale from "Highly Dissatisfied" to "Highly Satisfied." Apply an appropriate measurement and scaling technique and illustrate how it can be used in the study.	07	L3	CO4
	c.	Explain different types of research used in business decision-making.	10	L2	CO1
Q2	a.	Outline any three ethical issues in business research.	03	L2	CO1
	b.	A retail store wants to understand customer buying behavior inside the store. Identify a suitable data collection method (observation, survey, or interview) and explain how it can be used to collect the required information.	07	L3	CO4
	c.	A researcher intends to study changes in employee job satisfaction over a period of three years. Identify a suitable descriptive research design and explain how it can be implemented.	07	L3	CO2
Q3	a.	Outline the research applications in business decision.	03	L2	CO1
	b.	A market research firm conducts a survey on consumer preferences for a new product. During data collection, some respondents misunderstand a key question due to ambiguous wording, leading to inconsistent and inaccurate answers. Identify the type of error in the survey question and its impact on survey results.	07	L3	CO4
	c.	A researcher studying the shopping habits of people in a mall chooses to survey the first 50 people who enter through the entrance. Select the type of non-probability sampling method used in this scenario and briefly explain its characteristics and limitations.	10	L3	CO3
Q4	a.	Explain the characteristics of good questionnaire	03	L2	CO1
	b.	A food delivery company wants to explore reasons for customer complaints. Apply an exploratory research design and explain the methods that can be used.	07	L3	CO3
	c.	A researcher randomly assigns participants to control and experimental groups to test the effectiveness of a new teaching method. Identify which experimental design is being applied and justify the reason for the selection.	10	L3	CO2
	a.	Explain the benefits of exploratory research in business.	03	L2	CO1
	b.	A company wants to understand changing consumer preferences over five years. Show how a longitudinal study can be conducted.	07	L3	CO2

Q5	c.	A company wants representation from all customer income groups. Apply an appropriate sampling method and justify your choice.	10	L3	CO3
Q6	a.	A researcher wants every customer to have an equal chance of selection. Identify the suitable sampling technique.	03	L3	CO3
	b.	A city council wants to gather feedback on a new community park by conducting a survey of visitors at the park during weekends. Apply the suitable design method for the study.	07	L3	CO2
	c.	A company wants to make strategic decisions based on survey results. Apply appropriate data analysis and interpretation techniques.	10	L3	CO5

Q7	a.	Explain qualitative and quantitative research	03	L2	CO1
	b.	A bank wants to measure customer satisfaction across its branches at a particular point in time. Select an appropriate conclusive research design and justify your choice.	07	L3	CO2
	c.	A social scientist is conducting research on the attitudes of people towards climate change in urban and rural areas. They consider using either judgmental sampling or snowball sampling to collect data. Apply judgmental sampling and snowball sampling method and analyses how each method could be applied to this study.	10	L3	CO3
Q8	<p>CASE STUDY (Compulsory)</p> <p>A local restaurant has experienced a decline in customer visits despite offering a wide variety of menu items. The owner is unsure whether the issue is related to food quality, pricing, service speed, restaurant ambience, or customer preferences. To identify the factors affecting customer satisfaction and loyalty, the owner decides to conduct a business research study.</p> <p>The owner plans to collect feedback from customers who visit the restaurant over a one-month period. A structured questionnaire containing both demographic and opinion-based questions will be used. Customers will be asked to rate different aspects of the restaurant such as food quality, cleanliness, staff behavior, waiting time, and value for money. The owner wants to ensure that customers from different age groups and occupations are adequately represented in the study.</p> <p>After collecting the responses, the data will be edited, coded, classified, and analysed to identify the major concerns of customers. The findings will then be presented in a research report with recommendations to improve customer satisfaction, increase repeat visits, and enhance overall business performance.</p> <p>Question:</p>				
	a.	Identify a suitable sampling technique for this research and explain how the sample can be selected to ensure proper representation of all customer categories.	10	L3	CO3
	b.	Show the outline of research report and explain how each section contributes to effective presentation of the research findings and recommendations.	10	L3	CO5
