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Reg.No :

Name :

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-BBA (HONOURS) REGULAR EXAMINATION OCTOBER 2025
THIRD SEMESTER
Core Course(CC) - MG3CCRBBA202 - BUSINESS
RESEARCHMETHODOLOGY
(2024 ADMISSION ONWARDS)

Duration: 2 Hours

Maximum Marks: 70

*Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S), Interest(I)
and Appreciation(Ap)*

Students should attempt at least one question from each course outcome to enhance their overall
outcome attainability.

Part A

Short Answer Questions(four to five sentences)

A choice between two options for each question, answer five short answer questions, one from each
pair

1a. Explain survey research with an example of its application. [U] / [CO1]

OR

1b.. Name one ancient scholar and his contribution to early research methods. [U] / [CO1]

2a. Mention any three reasons why selecting a familiar topic is advisable for a researcher. [U] / [CO2]

OR

2b. In what way does hypothesis testing reduce research bias and improve decision-making? [U] / [CO2]

3a. Outline the basic steps in the procedure of conducting a literature review. [U] / [CO2]

OR

3b. Explain the technique involved in defining a research problem. [U] / [CO2]

4a. [A] / [CO3]
A researcher wants to measure students' stress levels using a questionnaire. Suggest two ways to ensure the reliability of the instrument.

OR

4b. What is Multi stage sampling? [U] / [CO3]

5a. What is bivariate analysis? Give one simple business-related example. [A] / [CO4]

OR

5b. [A] / [CO4]
1. Two groups in your class used different coding systems for the same question:

- Group A: 1 = Male, 2 = Female, 3 = Other

- Group B: 0 = Male, 1 = Female, 2 = Other

What problem will this cause when combining both sets of data, and how will you solve it?

[5x3 = 15]

Part B

Short Essay

A choice between two options for each question, answer three short essay questions, one from each pair

6a. Why is it necessary for researchers to handle data with transparency and honesty? [U] / [CO1]

OR

6b. Differentiate between pure research and applied research using one example from daily life. [U] / [CO1]

7a. Discuss two practical problems that may arise if the layout of a research report is not consistent. [U] / [CO4]

OR

7b. Explain the importance of research reports in business decision-making with examples. [A] / [CO4]

8a. Describe the steps in formulating research objectives with reference to a study on online shopping behavior. [U] / [CO2]

OR

8b. Explain the importance of sampling design in a research study. [U] / [CO2]

[3x5 = 15]

Part C

Long Essay

A choice between two options for each question, answer two long essay questions, one from each pair

- 9a. A company introduces a work-from-home policy and wants to evaluate its impact on employee performance. Suggest best practices a researcher should follow to frame effective research questions for this study. Also explain in detail criteria for good research question. [U] / [CO2]

OR

- 9b. Discuss the research design in **descriptive and diagnostic studies**. Explain the steps involved, including formulating objectives, designing data collection methods, selecting samples, collecting, processing, analyzing data, and reporting findings, and highlight measures to reduce bias and maximize reliability. [U] / [CO2]

- 10a. A researcher wants to study the effect of advertisements on sales of a product. Identify the variables, suggest suitable scales of measurement, and explain which scaling technique you would apply to measure advertisement effectiveness. [A] / [CO3]

OR

- 10b. Define Survey and enlist the different Types of Survey? [K] / [CO3]

[2x20 = 40]