



# ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION AUTONOMOUS

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## END SEMESTER EXAMINATION – AUGUST 2025

### MANAGEMENT- II SEMESTER MBA

#### 24MBA22 – MANAGEMENT RESEARCH METHODS.

**Time: 3 Hours**

**Max. Marks: 70**

**Instruction:** Answer should be written completely in English.

### SECTION – A

**Answer any FIVE questions. Each question carries FIVE marks.**

**(5x5=25)**

1. Write a short note on pictorial representation of data.
2. Explain in detail how to develop research questions aligned with the statement of the problem.
3. How do you differentiate between research questions and research hypotheses?
4. What are the advantages and disadvantages of secondary data
5. Differentiate between Parametric and Non-Parametric tests
6. What is the difference between a research proposal and a research report?
7. Write a short note on the layout of a standard research report.

### SECTION – B

**Answer any THREE questions. Each question carries TEN marks.**

**(3x10=30)**

8. Analyze how literature review helps in refining the research problem and developing testable hypotheses.
9. Analyse the importance of measurement and scaling techniques in business research.
10. Describe the importance and methods of presenting data using graphs and charts.
11. Explain the sources of data and how they contribute to business intelligence.

### SECTION – C

**12. Compulsory question (Case study). The question carries FIFTEEN marks. (1x15=15)**

A marketing firm was tasked with surveying brand preference among teenagers in India. They debated between using a stratified sampling method or random sampling. Eventually, they chose



stratified sampling based on regions, age brackets, and gender. This yielded more accurate results regarding urban vs. rural preferences and guided a successful campaign.

Questions:

1. Why was stratified sampling preferred in this case?
2. What are the possible sampling errors that could arise?
3. Discuss the importance of appropriate sample size

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