



CBCS SCHEME

22MBA23

Second Semester MBA Degree Examination, Dec.2025/Jan.2026

Research Methodology and IPR

Time: 3 hrs.

Max. Marks: 100

- Note:** 1. Answer any *FOUR* full questions from Q.No.1 to Q.No.7.
 2. Question No. 8 is compulsory.
 3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	What is Snowball Sampling?	3	L1	CO1
	b.	Examine the criteria of good research.	7	L4	CO1
	c.	What are Projective Techniques? Discuss the different projective techniques used in qualitative research.	10	L4	CO2
Q.2	a.	What is MDS?	3	L1	CO1
	b.	Explain the steps to test hypothesis.	7	L2	CO3
	c.	Examine the steps in Research process with the help of a flow chart.	10	L4	CO1
Q.3	a.	Define Research Design.	3	L1	CO1
	b.	Briefly explain the errors in sampling.	7	L2	CO3
	c.	Discuss in detail the various primary data collection methods.	10	L4	CO3
Q.4	a.	What do you mean by extraneous variables?	3	L1	CO3
	b.	Briefly, explain the kinds of Intellectual property.	7	L2	CO5
	c.	Discuss the steps in sampling process.	10	L4	CO3
Q.5	a.	What do you mean by Primary data of Secondary data?	3	L1	CO3
	b.	Distinguish between Exploratory research and Descriptive research.	7	L2	CO2
	c.	Briefly explain the structure of a research report.	10	L2	CO3

Q.6	a.	What is longitudinal research?	3	L1	CO3
	b.	Explain the basic scales of measurement with examples.	7	L2	CO2
	c.	Discuss the various experimental research design with examples.	10	L4	CO2
Q.7	a.	Define the term samples. Write the points of differences between census and sampling.	3	L1	CO1
	b.	Discuss in detail the significance of sampling, highlighting the step in processing of data.	7	L4	CO3
	c.	Describe the different probability sampling methods with suitable examples.	10	L2	CO2
Q.8		<p><u>Case Study [Compulsory]</u></p> <p>A Company is engaged in the manufacture of certain leather consumer products. The products are shoes, ladies leather hand bags, purses and belts. The company accounts for about 10% of the market share in shoes, which is its main product.</p> <p>Since last year, the company has been facing stiff competition from another firm which has come up recently in the city. This is reflecting in the declining monthly sales.</p> <p>The Company is concerned with development and would like to regain its hold over the shoe market. At a recent meeting of the Board of Directors, a decision was taken in favor of a systematic study by an outside expert agency.</p> <p>As a marketing consultant for the expert agency, how would you answer the following questions :</p>			
	a.	Mention atleast five research objectives for the given case study. Also justify why you have chosen the mentioned research objectives.	10	L4	CO4
	b.	Discuss in detail the type of research approach adopted and justify your answer.	10	L4	CO4
