



CBCS SCHEME

MBA203

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 a Likert scale?	03	L1	CO1
	b.	Explain Thurston and the Multi-dimensional scale?	07	L1	CO2
	c.	Explain Types of Business Research.	10	L2	CO2
Q.2	a.	Describe various features of a good research study.	03	L1	CO1
	b.	Discuss the Research Methods Process.	07	L1	CO1
	c.	Classify different Types of Experimental Research designs.	10	L2	CO2
Q.3	a.	What is quasi-experimental design?	03	L1	CO1
	b.	Explain the Nature and Characteristics of Intellectual Property.	07	L1	CO2
	c.	Explain different types of Research designs?	10	L2	CO2
Q.4	a.	What is the Schematic Differential scale?	03	L1	CO1
	b.	Explain the process of questionnaire design.	07	L1	CO2
	c.	Explain the Non-Probability sampling types?	10	L2	CO2
Q.5	a.	Define cross-sectional studies and longitudinal studies.	03	L1	CO1
	b.	Examine the importance of Research applications in business decisions.	07	L1	CO1
	c.	Explain Sampling methods and their various Types?	10	L2	CO2
Q.6	a.	What are errors in research?	03	L1	CO1
	b.	Classify different measurement scales.	07	L2	CO1
	c.	Explain complete Report Writing with its content and sub-contents?	10	L2	CO2
Q.7	a.	What are the guidelines for effective documentation?	3	L1	CO1
	b.	Identify various research applications in business decisions.	7	L2	CO2
	c.	Explain different types of IPR.	10	L2	CO2

Compulsory Questions

Q.8	<p align="center">Research Methodology in Nvidia's Early Development</p>			
	<p>Nvidia, founded in 1993, faced early challenges with its first product, the NV1 graphics accelerator, which used a unique technology that failed to gain market acceptance due to industry standards favoring different methods. The company used a combination of market analysis and competitor benchmarking to identify the need to pivot their product design toward more widely accepted technology, leading to the development of the successful RIVA 128 GPU. This iterative research approach helped Nvidia focus resources effectively and survive near bankruptcy.</p> <p>To gather relevant data, Nvidia employed both qualitative insights from industry partners and quantitative sales data to evaluate product performance and customer acceptance. They also conducted competitor analysis to understand prevailing industry standards, which informed their decision to redesign their graphics processing units to support triangle primitives, aligning with Microsoft's DirectX platform. This mixed-method research approach was crucial for strategic decision-making.</p> <p>The research methodology at Nvidia highlights the importance of continuous data collection, competitor benchmarking, and adaptive strategy in technology development. By systematically analyzing market needs and technological trends, Nvidia was able to innovate and eventually lead the GPU industry, demonstrating how applied research methods can drive business turnaround and growth.</p>			
	<p>1. What research methods did Nvidia use to improve its products?</p>	5	L3	CO2
	<p>2. Why did Nvidia pivot from the NV1 to the RIVA 128?</p>	5	L3	CO2
	<p>3. What role did competitor analysis play in Nvidia's research?</p>	5	L3	CO2
	<p>4. How did research methodology contribute to Nvidia's success?</p>	5	L3	CO2
