



Second Semester MBA Degree Examination, June/July 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.	Define Business Research.	3	L1	CO1
	b.	Summarize the various components of Research design.	7	L2	CO1
	c.	What is Probability sampling? Critically evaluate the various types of probability sampling techniques.	10	L4	CO1
Q.2	a.	What is descriptive research design? Give example where this design is most suitable?	3	L1	CO2
	b.	Discuss the importance of Business Research in today's world.	7	L2	CO1
	c.	Illustrate the various types of errors that may enter in Research. Explain with example.	10	L4	CO1
Q.3	a.	Find out any three differences between questionnaire and schedule.	3	L1	CO3
	b.	What do you mean by Primary Data? Discuss the various methods of collecting primary data.	7	L2	CO1
	c.	Illustrate various ethical issues encountered in Business Research.	10	L4	CO1
Q.4	a.	What is Editing? What are it's types?	3	L1	CO2
	b.	Discuss the various types of basic measurement scales with their application.	7	L3	CO2
	c.	Discuss the various steps to be followed in constructing a questionnaire.	10	L3	CO1
Q.5	a.	What is Semantic differential scaling?	3	L1	CO3
	b.	Discuss the various factors to be considered while selecting appropriate sources of data collection method.	7	L3	CO3
	c.	Elucidate the various types of Research Reports.	10	L4	CO3

Q.6	a.	What is Data Validation?	3	L1	CO3
	b.	Explain process involved in data analysis.	7	L3	CO3
	c.	Discuss the global framework for IPR protection and role of WIPO.	10	L3	CO5
Q.7	a.	What is TRIPS and TRIMS?	3	L1	CO5
	b.	Discuss the nature and characteristics of Intellectual Property Rights.	7	L3	CO5
	c.	Discuss the types of intellectual property and their significance in business.	10	L3	CO5
Q.8		Compulsory Questions : GreenLeaf Café is a small but growing local coffee shop chain that has received mixed customer feedback recently. The management wants to understand the main drivers of customer satisfaction and identify ways to improve their service. The company asks you to design a research to understand customer satisfaction: You being a research expert answer the following questions.			
	a.	What research steps do you follow to conduct the research? Explain with reason.	10	L2	CO4
	b.	Which sampling methods you can follow to collect data through survey method? Justify reasons.	10	L2	CO4

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