



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Second Semester, Master of Business Administration (MBA)

Semester End Examination; October - 2023

Business Research Methods

Time: 3 hrs

Max. Marks: 100

Note: Answer all **FOUR** full questions from **PART - A** and **PART - B** (Case Study) is compulsory.

Q. No.	Questions	Marks	BLs	COs	POs
PART A					
1 a.	Explain the different types of Research.	10	L2	CO1	PO1
b.	Distinguish between Primary Data differ from Secondary Data.	10	L3	CO1	PO4
OR					
2 a.	Discuss the following: Exploratory, Descriptive, and Causal Research with example.	10	L4	CO2	PO4
b.	Explain the criteria of good research. Explain the applications of research in business decisions.	10	L2	CO1	PO3
3 a.	What is meant by Probability Sampling? Explain; i) Simple random sampling ii) Cluster sampling	10	L1,4	CO2	PO1
b.	What is meant by hypothesis? Explain the steps involved in Hypothesis Testing.	10	L1,2	CO3	PO2
OR					
4 a.	What are the errors that occur in Sampling? Discuss the errors in Sampling.	10	L1,4	CO2	PO1
b.	Distinguish between Parametric Test and Non-Parametric Test.	10	L4	CO3	PO2
5 a.	What is meant by Non-probability sampling technique? Explain its types.	10	L1,2	CO2	PO4
b.	Explain the source and role of hypothesis.	10	L2	CO3	PO2
OR					
6 a.	Explain the concepts of Chi-Square Non-Parametric Test.	10	L2	CO4	PO4
b.	Explain the Parametric Test.	10	L2	CO2	PO1
7 a.	What is ANOVA? Explain the basic principle of ANOVA.	10	L1,2	CO4	PO4
b.	Discuss the different types of research reports.	10	L4	CO2	PO1
OR					
8 a.	Illustrate the characteristics and applications of Multivariate analysis techniques.	10	L2	CO4	PO4
b.	Explain the significance and difference steps in writing report.	10	L2	CO1	PO3

PART - B (Case Study is Compulsory)

9. V8 is a 100 percent vegetable juice drink produced and marketed by the Campbell Soup Company. The juice drink is made from concentrate with added ingredients and provides a full serving of vegetables and is a natural source of beta carotene. V8's ingredients include tomato juice from concentrated reconstituted vegetable juice blend made from water and concentrated juices of carrots, celery, beets, parsley lettuce, watercress, and spinach; salt; vitamin C (ascorbic acid); flavoring; and citric acid. The drink contains no fat or cholesterol and it is a good source of vitamins A and C. V8 has for many years had a large share of the tomato and vegetable juice market. However, sales had begun to slip, so the company decided it needed to conduct consumer research that would enable it to develop a new advertising campaign.

Questions :

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|--|----|----|-----|-----|
| a. Justify research objectives should marketers at V8 establish. | 10 | L5 | CO1 | PO1 |
| b. Explain the research methods that would be most appropriate to accomplish these objectives. | 10 | L5 | CO3 | PO2 |

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