

**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR  
(GIET UNIVERSITY)**

M.B.A. (Second Semester) Regular/Supplementary Examinations, May – 2025

**23MBAPC12003– Research Methods for Managers  
(MBA)**



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

**PART – A**

**(2 x 5 = 10 Marks)**

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Define Research Methodology	CO1	K1
b. Explain the Qualitative data collection methods	CO2	K2
c. Describe Measurement Scaling	CO3	K2
d. Discuss about type I error and type II error	CO4	K2
e. Distinguish between references and bibliography	CO5	K4

**PART – B**

**(10 x 5 = 50 Marks)**

Answer **all the** questions

	Marks	CO #	Blooms Level
2. a. Define Business research,	5	CO1	K1
b. Explain Types of Research.	5	CO1	K2
OR			
c. Analyse Main stages of research process and primary purpose of the research process	5	CO1	K4
d. Describe the Techniques of Defining a Research Problem.	5	CO1	K2
3. a. Explain Methods of Data collection	5	CO2	K3
b. Discuss Sampling design methods	5	CO2	K2
OR			
c. Analyse Transforming Raw Data Into Information role of coding and editing	5	CO2	K4
d. Explain Levels of Measurement	5	CO2	K2
4. a. Differentiate between Comparative Scales and non-comparative scales	5	CO3	K4
b. Describe the Scaling techniques	5	CO3	K2
OR			
c. Explain the Types of hypothesis testing.	5	CO4	K2
d. Describe the Hypothesis rejection region	5	CO4	K2
5. a. Analyse the variance of three different traffic routes is tested for mean driving time. The entries in the table are the driving times in minutes on the three different routes. Traffic roots details given below.	5	CO4	K3

Route 1	Route 1	Route 1
30	27	16
32	29	41
27	28	22
35	36	31

Compute the statistic you would use to test whether the driving time is meeting the specification at the 5% significance level.

b. Differentiate between t-test & z-test	5	CO4	K4
--	---	-----	----

OR

- |  |   |     |    |
|--|---|-----|----|
| c. Explain the Procedure of Two- Way ANOVA test  | 5 | CO4 | K2 |
| d. Illustrate: A buyer buys the electrical bulbs, bought 50 bulbs of each of two brands. Open testing these bulb, he found that brand A had as mean life of 1282 hours with a Standard deviation 80 hours, whereas Brand B had a mean life of 1208 hours with standard deviation of 94 hours. Can the buyer be quite certain that two brands do differ in quality? Level of Significance@ 5% | 5 | CO4 | K3 |
| 6. a. Describe Report writing format and structure   | 5 | CO5 | K2 |
| b. Explain Types of Reports  | 5 | CO5 | K2 |
- OR
- |   |    |     |    |
|---|----|-----|----|
| c. Explain the purpose of research report. What are various stages of report writing and explain criteria for good research report. | 10 | CO5 | K4 |
|---|----|-----|----|

End of Paper