

Gandhi Institute of Engineering and Technology University, Gunupur



M.B.A. (Second Semester) Regular Examinations, May – 2026

25MBPC202 – 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

- What is business research?
- Explain exploratory research
- Does a case study give primary data?
- Find the median of the data: 7, 5, 1, 3, 2, 4, 6
- What is the difference between a one-tailed test and a two-tailed test?

CO #	Blooms Level
CO1	K1
CO2	K1
CO3	K1
CO4	K2
CO5	K1

PART – B

(10 x 5 = 50 Marks)

Answer **all** questions

- Describe the types of research. Provide suitable examples.
 - What is a research problem? Discuss the techniques involved in defining the problem

OR

 - Explain the research process.
- Discuss about all primary data collection methods.
 - What do you mean by processing of data and why it is important?

OR

 - What is sampling? Explain probability sampling and its types with example.
 - Elaborate the steps in a sample design.
- Explain the types of scaling techniques.
 - What are the tests of sound measurement?

OR

 - Explain the tests of Validity.
 - What are the techniques of developing good measurement tools?
- A beverage company claims that the average sugar content in its drinks is 500 ml. A consumer group suspects the average is actually higher. A sample of 36 bottles is tested and found to have a mean sugar content of 515 ml. The population standard deviation is known to be $\sigma = 60$ ml. Test the claim at a 5% level of significance.
 - A manufacturer claims that 60% of his products are of good quality. In a sample of 200 products, 100 are found good. Test the claim at 5% level..

OR

 - The following data is given:

X	2	4	6
Y	3	5	7

Find the regression line of Y on X.
 - The following data represents a frequency distribution:

Marks	CO #	Blooms Level
5	CO1	K2
5	CO1	K2
10	CO1	K2
6	CO2	K2
4	CO2	K2
5	CO2	K2
5	CO2	K2
5	CO3	K2
5	CO3	K2
6	CO3	K2
4	CO3	K2
6	CO4	K3
4	CO4	K3
5	CO4	K3
5	CO4	K3

Class Interval	Frequency
0–10	5
10–20	9
20–30	15
30–40	11
40–50	10

Calculate the Mean and Median, and then find the Mode using the empirical relation:

$$\text{Mode} = 3 \text{ Median} - 2 \text{ Mean}$$

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|-------|--|---|-----|----|
| 6. a. | Discuss the intext citation and reference style. Mention few tools for the same. | 5 | CO5 | K2 |
| b. | What is plagiarism and how to avoid it in a research writing? | 5 | CO5 | K2 |

OR

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|----|---|----|-----|----|
| c. | Briefly explain the contents of report writing. | 10 | CO5 | K2 |
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End of Paper