

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: MBA**  
**BRANCH: Management**

**SEMESTER : I**  
**SESSION : MO/2024**

**SUBJECT: MT411 R1 BUSINESS RESEARCH**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

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		<b>CO</b>	<b>BL</b>
Q.1	A furniture retail chain is planning to start its operations in eastern India. You are required to undertake research to assess the feasibility of the retail chain's entry in eastern India. Briefly explain the research process you will use for your research work.	[10]	1 6
Q.2	What is exploratory research design? Discuss various methods of exploratory research you will be using for your research work as stated in Q1.	[10]	2 5
Q.3(a)	Highlight the key differences between primary and secondary data.	[5]	3 4
Q.3(b)	Discuss the four different types of levels of data /levels of measurement	[5]	3 2
Q.4	Explain various scaling techniques used in research. You are required to explain each technique with relevant examples.	[10]	4 2
Q.5(a)	Discuss the significance of ANOVA in managerial decision making.	[5]	5 3
Q.5(b)	Briefly explain the contents of a research report.	[5]	5 2

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