

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

**CLASS: MBA
BRANCH: Management**

**SEMESTER : I
SESSION : MO/2025**

SUBJECT: MT411R1 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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| Q.1 | An MBA college wants to evaluate student satisfaction with its placement services. Formulate a step-by-step research process to conduct this study, from defining the problem to reporting findings. | [10] 1 | 6 |
| Q.2 | A company wants to understand why its newly launched energy drink is not performing well in the market. Identify the most appropriate research design and justify your choice. Also suggest the tools you would use. | [10] 2 | 5 |
| Q.3(a) | Differentiate between primary and secondary data with suitable examples. | [5] 3 | 4 |
| Q.3(b) | What is simple random sampling. Discuss its application in business research. | [5] 3 | 3 |
| Q.4(a) | Differentiate between rating scales and ranking scales with examples. | [5] 4 | 4 |
| Q.4(b) | Recommend the best scaling technique to measure employee engagement and justify your selection. | [5] 4 | 5 |
| Q.5(a) | What is factor analysis? Explain how ANOVA helps in decision-making in business. | [5] 5 | 3 |
| Q.5(b) | A company wants to know whether advertising expenditure is related to sales revenue. The data for 5 months is as follows: | [5] 5 | 3 |

Month	Advertising (₹000)	Sales (₹000)
1	10	90
2	15	100
3	20	120
4	25	140
5	30	160

Find the Karl Pearson coefficient of correlation between advertising and sales.