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Course Code

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Second Semester MBA Degree Examinations, August/September 2025

RESEARCH METHODOLOGY & IPR

Duration: 3 hrs

Max. Marks: 100

Note: 1. Answer any **FOUR** full questions from Question No. 1 to 7.

2. Question No. 8 is compulsory

3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. Define business research. State any two of its types.	03	(2:1:2)
	b. Determine the various applications of research in business decision.	07	(2:1:2)
	c. Describe the research process starting from identifying a problem to data interpretation.	10	(3:1:2)
2.	a. What is a research hypothesis? Give an example.	03	(3:1:2)
	b. Discuss the various types of exploratory research with suitable examples.	07	(3:2:2)
	c. Explain the significance of research design. Discuss the steps involved and common errors.	10	(4:2:4)
3.	a. List any three ethical issues in business research.	03	(2:1:5)
	b. Differentiate between cross-sectional and longitudinal research designs.	07	(4:2:3)
	c. Describe in detail the different types of experimental research designs with examples.	10	(4:2:4)
4.	a. Mention two errors affecting a research design.	03	(3:2:3)
	b. Explain the snow ball sampling with examples.	07	(3:3:4)
	c. Compare and contrast probability and non-probability sampling with merits and limitations.	10	(5:3:4)
5.	a. What is stratified sampling?	03	(3:3:4)
	b. Describe the process of designing a questionnaire.	07	(3:4:2)
	c. Explain various attitude measurement scales used in business research.	10	(3:4:2)
6.	a. List any two types of measurement scales with one example each.	03	(3:4:2)
	b. Write a note on editing, coding, and tabulation in data analysis.	07	(3:5:2)
	c. Discuss the steps of data analysis and interpretation, and explain the structure of a good research report.	10	(3:5:2)
7.	a. What is the role of WIPO in protecting IPR?	03	(4:6:4)
	b. Explain the different types of intellectual property with examples.	07	(4:6:4)
	c. Critically evaluate the intellectual property rights system in India and the role of TRIPS and TRIMS.	10	(5:6:4)

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO – Programme Outcome)

8.

Case Study

An FMCG company is planning to launch a new herbal skincare product in South India. They are unsure of the market potential, customer preferences, and price sensitivity. You are appointed as the business research consultant to help them make informed decisions using appropriate research methodology.

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| a. | Define the research problem and write a suitable hypothesis. | 03 | (3:1:1) |
| b. | Suggest a proper research design and sampling method for this study. | 07 | (6:2:3) |
| c. | Mention any two ethical considerations to be followed during this research. | 10 | (5:1:5) |

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