

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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Second Semester MBA Degree Examinations, August 2026

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>(RBT:CO:PO)</u>
1.	a. List any three features of a good research study.	03	(2:1:1)
	b. Explain the research process with a suitable flowchart.	07	(2:1:2)
	c. Formulate a research proposal on the topic "Impact of Social Media on Youth Purchasing Behaviour" and discuss its essential components.	10	(5:1:2)
2.	a. What is a research hypothesis?	03	(2:2:2)
	b. Explain the steps involved in formulating a research problem.	07	(2:2:2)
	c. Discuss the significance of hypothesis development in research design.	10	(5:2:5)
3.	a. What is sampling?	03	(2:3:2)
	b. Determine judgemental sampling.	07	(3:3:5)
	c. Differentiate between probability and non-probability sampling with examples.	10	(4:3:5)
4.	a. What is secondary data?	03	(2:4:3)
	b. Explain observation and interview methods of data collection.	07	(2:4:3)
	c. Discuss various types of measurement scales used in business research with examples.	10	(4:4:5)
5.	a. What is tabulation in research?	03	(3:5:5)
	b. Explain the steps of data analysis and interpretation.	07	(4:5:5)
	c. Describe the structure of a research report and guidelines for effective	10	(5:5:5)
6.	a. What are copyrights?	03	(3:6:5)
	b. Explain the importance of protecting IPR in business research.	07	(2:6:5)
	c. Discuss the different types of intellectual property and their legal implications in India.	10	(3:6:5)
7.	a. What is a Likert scale?	03	(3:4:3)
	b. Explain the steps in designing a good questionnaire.	07	(3:4:3)
	c. Compare and explain any four attitude measurement scales used in business research.	10	(5:4:5)

Case Study

Clean Fresh Ltd., a detergent manufacturing company, launched a new TV advertisement for its product “Bright Wash.” The company wanted to determine whether this new advertisement had a real impact on consumer behaviour, specifically in terms of brand recall and purchase intention. To arrive at a clear and data-backed conclusion, the company used a Conclusive Research Design, which included both Descriptive and Experimental methods.

In the Descriptive Research Design (Part A), a cross-sectional study was conducted. A structured questionnaire was administered to 500 consumers from various cities after they viewed the new advertisement. The objective was to assess their brand awareness, recall ability, and attitude towards the advertisement. The findings revealed that 72% of the respondents remembered the brand name, and 65% stated they preferred the new advertisement compared to older ones. This gave an initial indication that the ad was being received positively by the audience.

In Part B, a True Experimental Design—specifically, the Pre-test/Post-test Control Group Design—was implemented. Two groups were formed: an experimental group (250 households) who were exposed to the new advertisement, and a control group (another 250 households) who were not shown the ad. Both groups were surveyed before and after the campaign to measure their purchase behaviour. The results showed a 40% increase in purchase intention and a 25% increase in actual purchases within the experimental group. Meanwhile, the control group showed no significant change.

This experimental design confirmed a causal relationship between the advertisement and the rise in brand preference and purchase activity. Based on this conclusive evidence, the management of Clean Fresh Ltd. confidently decided to roll out the advertising campaign nationwide, aiming to boost overall sales and brand awareness.

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| a. What was the main purpose of the research conducted by Clean Fresh Ltd.? | 05 | (3:2:3) |
| b. What types of research design were used in this case? | 05 | (3:2:3) |
| c. What are the advantages of using a Pre-test/Post-test Control Group Design? | 05 | (3:2:3) |
| d. Suggest one more way Clean Fresh Ltd. could continue to monitor the ad’s long-term effectiveness. | 05 | (3:2:3) |

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