



SOMAIYA

VIDYAVIHAR UNIVERSITY

Dr. Shantilal K. Somaiya School of Commerce and Business Studies

QUESTION PAPERS

BRANCH: Master of Commerce (Business Management)	SEM: II
ATKT	JUN-2026

Sr. No.	Subject	Available
1.	31P23C203 – Business Research Methods	
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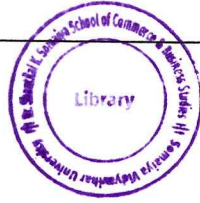
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Semester (November 2025 to April 2026)		
Examination: End Semester Examination April 2026 (PG Programmes)		
Programme code: 23 Programme: MCOM BM	Class: MBM	Semester: II
Name of the Constituent College: Dr. Shantilal K somaiya School of Commerce and Business studies		Name of the Department: Commerce
Course Code: 31P23C203	Name of the Course: Business Research Methods	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment
Q.1. A	A research firm manipulated data slightly to present favorable results to its client in India. Evaluate this situation in light of research ethics. Discuss whether the researcher's actions can be justified and what ethical codes are being violated.	15	CO 5
	OR		
Q1. B	A researcher is measuring customer satisfaction using a questionnaire, but the results show inconsistencies over time and across different groups. Analyze the situation by examining how the criteria of a good measurement (reliability, validity, and practicality) may have been violated. Provide suitable examples.	15	CO 3
Q2 A	Analyze the various types of descriptive research studies and evaluate how different data collection methods influence the quality of findings.	15	CO 2
	OR		

Q2 B	Evaluate the need of secondary data collection in Business research. State the limitations of secondary data in research 	15	CO 2
Q3	Case study A national retail chain wanted to study customer satisfaction across its stores in Mumbai. Due to time and cost constraints, it was not possible to survey all customers, so the research team decided to use sampling. Sampling Process Followed Defined the population: All customers visiting stores in Mumbai Selected sampling frame: Customer billing records Chose sampling technique: Systematic random sampling (every 10th customer) Determined sample size: 500 customers Collected and analyzed data However, the company later discovered that customers who shop during weekdays were overrepresented, leading to sampling bias. Questions 1. Analyze the sampling process used in this case. Was systematic sampling appropriate? Justify your answer. 2. Evaluate the impact of sampling errors in this study. How could they affect the final conclusions? 3. Suggest an alternative sampling method (probability or non-probability) that could improve the representativeness of the sample.	15	CO 4
Q4	Case study A company wants to determine whether offering discounts increases sales. To test this, the company selects two similar stores:	15	CO 1



Store A: Offers discounts

Store B: Does not offer discounts

After a month, the company compares sales in both stores to see the effect of discounts.

However, the results may be affected by factors such as location, customer traffic, and seasonal demand, leading to possible errors in research design.

Questions

1. Identify the type of research used and explain its purpose.
2. Describe the experimental design used in this case.
3. What types of errors can affect this research design?