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2412N1099

Candidate's Seat No: _____

MBA (GM) Sem.-3 Examination
SC 304
BRM

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

Q-1	A) Explain how business research helps organisations reduce uncertainty in decision-making with suitable illustrations.	14
Q-2	A) How 'Patanjali Ayurveda' captured the FMCG and health market? – Write a Case study. <u>OR</u> B) Discuss the challenges of collecting data from rural and semi-urban populations.	14
Q-3	A) Explain the role of communication skills in effective interview-based data collection. <u>OR</u> B) Discuss the practical difficulties faced by researchers while collecting primary data in field studies.	14
Q-4	A) Explain how bias can enter during data collection and how a researcher can control it. <u>OR</u> B) Discuss the role of questionnaires in collecting large-scale data for organizational studies.	14
Q-5	(A) Write short notes (Any 2) 1. Structured observation 2. Conceptual framework 3. Importance of Hypothesis and Objectives 4. Managerial decision-making and research	14