

Code: 17BA2T5

**I MBA - II Semester – Regular/Supplementary Examinations
October 2020**

BUSINESS RESEARCH METHODS

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following: 5 x 2 = 10 M

- a) What do you mean by Stratified Random Sampling?
- b) Arbitrary Scaling.
- c) Nominal Scale.
- d) Descriptive Analysis means.
- e) Bibliography.

SECTION – B

Answer the following: 5 x 8 = 40 M

2. a) Describe the different tools and techniques required for collecting the data.

(OR)

- b) What do you mean by Random and Non-random sample?
Explain the various Non-random sampling technique.

3. a) What is the difference between a Questionnaire and Schedule?
What are the steps involved in the Questionnaire design?

(OR)

b) Develop a Likert Scale to measure the Perception of Bank customers towards the Performance of Internet Banking.

4. a) How would you design a Research Design? What are the significant elements of a Research Design?

(OR)

b) Classify the different Research Designs? Explain the distinguish features of each.

5. a) Processing of data involves editing, coding, classification and tabulation. Explain them in detail.

(OR)

b) Differentiate Dependency and Interdependency Techniques. When would you choose Dependency Technique? Discuss.

6. a) Discuss in detail the “Ethical issues in the Research”.

(OR)

b) Visual presentations of results are best understood by a reader. Examine the truth of this statement by giving suitable examples.

SECTION-C

7. Case Study

1 x 10=10 M

The mean life of 500 HMT bulbs is 1250 hours with a Standard deviation of 150 hours, whereas the mean life of 600 Philips bulbs is 1200 hours with a standard deviation of 140 hours. Test the Hypothesis at 5 percent level of significance and state is there any difference in the mean life of HMT and Philips bulbs.