

Code: 17BA2T5

I MBA - II Semester - Regular Examinations – April 2018

**BUSINESS RESEARCH METHODS**

Duration: 3 hours

Max. Marks: 60

**SECTION - A**

**1. Answer the following:**

**5 x 2 = 10 M**

- a) Sampling Design.
- b) Attitude Measurement.
- c) Pilot Study.
- d) Editing.
- e) Report Writing.

**SECTION – B**

**Answer the following:**

**5 x 8 = 40 M**

2. a) Briefly describe different types of research?

OR

b) What do you understand by secondary data? How do you collect such data?

3. a) What is scaling ? Explain the types of scales.

OR

b) What is questionnaire? What are the most critical problems in questionnaire design?

4. a) Briefly describe different steps involved in a research process.

OR

b) What are the characteristics and phases of research design?

5. a) What do you understand by multivariate analysis? Where do you use multivariate statistics?

OR

b) What is descriptive method of data analysis? Compare it with inferential method.

6. a) Explain the role of report writing in research.

OR

b) Explain the principles of good interview.

### SECTION-C

#### 7. Case Study

**1x10=10 Marks**

Two brands of bulbs are quoted at the same price. A buyer tested a random sample of 60 bulbs of brand A which gave a mean life time of 86 hours with a standard deviation of 6 hours. Another sample of 75 bulbs of brand B which gave a mean life time of 82 hours with a standard deviation of 9 hours. Test whether the two brands of bulbs are same with regard to their average life? Use  $\alpha = 0.10$