

Code: 17BA2T5

**I MBA - II Semester – Regular/Supplementary Examinations
April 2019**

BUSINESS RESEARCH METHODS

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) Sample size.
- b) Psychological instruments.
- c) Research design.
- d) Coding.
- e) Nature of field work.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) What is business research? Explain the role of business research?

(OR)

b) Write down the nature and importance of research? How policy researchers help to formulate strategy of organization?

3. a) What is measurement scale? What are the different types of measurement scale?

(OR)

b) Write short notes on?

i) Psychometric instrument ii) Social instrument

4. a) What is research design? What considerations should be made select appropriate research design?

(OR)

b) Define research proposal, describe briefly the basic components of a research proposal?

5. a) What are the major factors that a researcher must consider when determining which analytical techniques to use for analyzing data?

(OR)

b) Describe the nature of qualitative data analysis?

6. a) Define research report? What guidelines would you suggest for presenting a research study?

(OR)

b) Briefly explain about ethical issues in research?

SECTION-C

7. Case Study

1 x 10=10 M

The mean life time of a sample of 100 light tubes produced by a company is found to be 1560 hours with a population standard of 90 hours. Test the hypothesis that the mean lifetime of the tubes produced by the company is 1580 hours.