

Code: BA2T7

I MBA-II Semester–Regular/Supplementary Examinations - July 2017

BUSINESS RESEARCH METHODS

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Answer any FIVE of the following:

5 x 2 = 10 M

- a) Exploratory research
- b) Psychometric test
- c) Ordinal scale
- d) Univariate analysis
- e) Exogenous variables
- f) Coding
- g) Qualitative research
- h) Guttman's scalogram

SECTION – B

Answer the following:

5 x 10 = 50 M

2. a) Where do you feel that business research is required? Give a few examples where research is useful in business.

OR

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

3. a) What is questionnaire design? Explain the features of a good questionnaire.

OR

b) When is scaling technique used in research? Explain the various scaling techniques.

4. a) What is a research design? Explain the functions and goals of research design.

OR

b) When do you use experimental design? Explain the different experimental designs used in research.

5. a) What do you understand by bivariate statistics? When do you use bivariate statistics?

OR

b) Explain the role of editing and coding in research.

6. a) When do you feel that interview method should be followed for data collection? Explain the principles of good interview.

OR

b) Explain the dynamics of research report writing.

SECTION – C

7. Case Study

1 x 10 = 10 M

From the following data a company wants to understand the effect of price on demand

Year	Demand in Units	Price in Rs
1996	100	5
1997	75	7
1998	80	6
1999	70	6
2000	50	8
2001	65	7
2002	90	5

Help the company in understanding effect of price on demand.