

Code: 17BA2T5

**I MBA - II Semester – Regular/Supplementary Examinations  
SEPTEMBER 2021**

**BUSINESS RESEARCH METHODS**

Duration: 3 hours

Max. Marks: 60

**SECTION - A**

**1. Answer the following:**

**5 x 2 = 10 M**

- a) What is descriptive research?
- b) Define measurement scale.
- c) Define research design.
- d) What is Bi-variate analysis?
- e) What is research report?

**SECTION – B**

**Answer the following:**

**5 x 8 = 40 M**

2. a) Explain types of research with suitable examples.

OR

b) Briefly explain procedure of sampling design.

3. a) Explain types of measurement scales with suitable example.

OR

b) What is questionnaire? List out the importance of questionnaire design in research.

4. a) What is quantitative research? Briefly explain experimental research with suitable example.

OR

b) What is research process? Explain its importance in business research.

5. a) What is data analysis? Explain its pros and cons in business research.

OR

b) What is multivariate analysis? Briefly explain classification of multivariate techniques.

6. a) Illustrate the dynamics of research report writing.

OR

b) “Ethical issues need to be addressed while doing research”.  
Comment on this statement.

## SECTION-C

### 7. Case Study

**1 x 10=10 M**

Today life has changed drastically as technology that was once considered a luxury has now become an everyday necessity. Middle as well as upper class families have become tech-dependent. Among all the technological items that are part of our

everyday life, computer is one of the most important tools as it not only reduces the time consumed to complete a work, but is also a source of entertainment for some. Laptops, nowadays, with advanced technologies keep all of us busy by enabling us to work from home and also it becomes a source of earning money while sitting at home. It also helps us to meet our friends, family members, or professional colleagues online as it has a web camera, which is an inbuilt technology, through which we can see the persons we are chatting with. Those living alone and are far away from their families make best use of the laptops for chatting with their loved ones whenever they want.

If we are really making good use of our hard-earned money, the basic requirement for all of us around the globe would be to analyze the quality of notebook or laptop before buying one that can give us a better performance and a better return in terms of your one-time investment. Laptops are becoming more affordable and smaller with nanotechnology. Many laptops can do what we expect most desktops can do. Keeping the importance of laptops in our lives, a study is being undertaken by a researcher with the following objectives in mind:

1. To find the trend of laptop sale in small towns of India, the best emerging market for laptops.
2. To find the current taste and choices of people for laptop.
3. To know where to advertise and where to sell.
4. To know important strategies to win maximum shares in urbanizing India.

On the basis of the above objectives, the following hypotheses are to be tested in the study:

- H1: Maximum people purchase laptops for work-or job-related requirement in small towns.
- H2: People buy laptops from only retailer stores in small towns.
- H3: People from different characteristics can never belong to a single cluster.
- H4: Each parameter is a different factor affecting the sale of laptops.

Questions:

1. Prepare a research design for the study.
2. In case you need a questionnaire, prepare a draft questionnaire to collect information.