

Code: BA2T7

I MBA-II Semester-Regular Examinations-OCTOBER 2013

BUSINESS RESEARCH METHODS

Duration: 3hours

Max. Marks: 70

SECTION-A

1. Answer any FIVE of the following.

5 x 2=10 Marks

- a) Social research
- b) Random sampling
- c) Types of scales
- d) Pilot study
- e) Sample Size
- f) Questionnaire
- g) Field work
- h) Hypothesis

SECTION-B

Answer the following.

5x10=50 Marks

2. a) Define research? Highlight the different research approaches?

OR

b) Explain the objectives of Business Research?

3. a) Write about essential requirements of a “Good Questionnaire
“for business research?

OR

(b) Define measurement. Explain different levels of
Measurement.

4. a) What is research design? Write about various types of
research designs .

OR

b) What are the phases involved in the process of research
design?

5. a) Explain the importance of data Editing and data Coding in
data analysis.

OR

b) Write about the importance of multivariate analysis in
business research?

6. a) What is research report? Explain the pre-requisites of a
“good research report”.

OR

b) How ethical issues plays key role in social research?

SECTION-C

7. Case Study:

1x10=10 Marks

The table given below shows the data during outbreak of small pox.

	Affected	Not Affected	Total
Vaccinated	31	469	500
Not Vaccinated	185	1315	1500
Total	216	1784	2000

Test the effectiveness of vaccination in preventing the attack from smallpox. Test your result with the help of Chi-Square at 5% level of significance. (TV: 3.841)