

Code: BA2T7

I MBA - II Semester - Regular Examinations - AUGUST 2015

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 Design
- b. Focus Group Interviews
- c. Reliability
- d. Primary Survey
- e. Likert Scale
- f. Sampling Error
- g. Multivariate Analysis
- h. Interdependency Techniques

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) Explain the nature of business research.

OR

b) Explain the importance of case study approach in business research.

3. a) Explain the three criteria for good measurement.

OR

b) Explain the scaling concepts in attitude measurement.

4. a) Explain the difference between univariate, bivariate and multivariate analysis.

OR

b) Explain the importance of editing and coding of data before conducting the analysis.

5. a) What are different types of survey methods followed in business research?

OR

b) Write about different sampling techniques used in business research.

6. a) What are the important components of a good research report?

OR

b) What do you mean by testing of hypothesis in business research?

SECTION – C

7. Case Study

1 x 10 = 10 M

The District Industries Centre (DIC) has collected the information on the level of technology used in the industries and the Rate of Return of the industries. The Level of Technology is measured at three levels as low, medium and high. The Rate of Return is classified as four categories i.e., <8%, 8% - 10%, 10% - 15 %, > 15%

<i>Rate of Return</i>	<i>Level of Technology</i>		
	<i>Low</i>	<i>Medium</i>	<i>High</i>
< 8%	20	50	10
8% - 10%	50	70	20
10% - 15%	30	75	70
>15 %	10	35	60

Check whether any association exists between the Level of Technology and Rate of Return.