

Code: BA2T7

**I MBA - II Semester - Regular Examinations JULY 2014**

**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. Primary data Vs. Secondary data
- b. Systematic random sampling
- c. Likert scale
- d. Sampling frame
- e. Type I & Type II errors
- f. Editing
- g. Scaling
- h. Sociometry

**SECTION – B**

**Answer the following: 5 x 10 = 50 M**

2. a) State the significance of social research?

OR

b) Briefly outline the research process?

3. a) How to design a good questionnaire for social research ?

OR

b) What are the instruments applied in psychological research?

4. a) What is research design? Write about functions and goals of research design?

OR

b) Discuss the criteria for evaluating case study?

5. a) Discuss Bi-variate and Multi-variate statistical analysis in data analysis

OR

b) Write the importance of data editing and data coding in data analysis ?

6. a) What is research report? Explain different types of research reports ?

OR

b) Explain Do's and Dont's of Report writing?

### SECTION – C

#### 7. Case Study

**1 x 10 = 10 M**

The following information is obtained concerning an investigation of 500 ordinary shops of small size.

	Shops		Total
	Urban	Rural	
Run by Men	170	180	350
Run by Women	30	120	150
Total	200	300	500

Can it be inferred that shops run by women are relatively more in rural than in urban? Use Chi-Square test at 5% level of significance. (TV: 3.841)