

Code: BA2T7

**I MBA - II Semester - Regular Examinations – JULY 2016**

**BUSINESS RESEARCH METHODS**

Duration: 3 hours

Max. Marks: 70

**SECTION-A**

**1. Answer any FIVE of the following:**

**5 x 2 = 10 M**

- a) Descriptive Research Design
- b) Delphi technique
- c) Secondary data
- d) Questionnaire
- e) Measuring attitudes
- f) Validation Errors
- g) Bivariate Analysis
- h) Dependency Techniques

**SECTION – B**

**Answer the following:**

**5 x 10 = 50 M**

2)

- a) Explain the Importance of business research.

**OR**

- b) Explain the difference between qualitative and quantitative research.

3)

- a) Explain various scales of measurements.

**OR**

- b) Explain the three criteria for good measurement.

4)

a) Explain the advantages and disadvantages of conducting primary survey.

OR

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

5)

a) Explain different sampling techniques used in business research.

OR

b) What are the different types of research designs?

6)

a) What are the importance components of a good research report?

OR

b) Explain the importance descriptive statistics in business research.

### SECTION – C

#### 7. Case Study

1 x 10 = 10 M

A placement agency is looking for candidates for the post of quality manager in their data base. The data base contains the information of candidates seeking for promotion or better opportunity. The present salary and no. of years of experience is available and it is grouped like this.

Present salary (in Rs. '000)	No. years of experience		
	<2	2-5	>5
<10	40	35	30
10 - 14	30	20	35
14 - 18	30	30	40
>18	35	40	35

Check whether any association exists between the experience and salary.