Code No: **21BA2T5**

I MBA - II Semester - Regular Examinations SEPTEMBER - 2022

BUSINESS RESEARCH METHODS

Duration: 3 Hours   Max. Marks: 70

Note: 1. This question paper contains threeParts-A, Part-B and Part-C.
2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
   Each Question carries 2 Marks.
3. Part-B contains 5 essay questions with an internal choice from each unit.
   Each Question carries 10 marks.
4. Part-C contains one Case Study for 10 Marks.
5. All parts of Question paper must be answered in one place

PART - A

$5 \times 2 = 10$ M

1. a)   Explain the role of business research briefly.

   b)   Compare and contrast primary data and secondary data.

   c)   How does attitude measurement take place?

   d)   What are the goals of research design?

   e)   Discuss about the pilot study briefly.

   f)   What is tabulation and what is significance in research?

   g)   Explain about coding with reference to data in business research.

   h)   Discuss about the errors in hypothesis.

PART –B

$5 \times 10 = 50$ M

UNIT – I

2.   a) Define research and discuss the nature of research.   5 M

   b) Discuss about the types of research.   5 M

<div align="center">OR</div>

3. a) Explain about the sampling procedures.   5 M
    b) Compare and contrast random and non-random
       sampling techniques.   5 M

UNIT – II

4. a) Discuss about a few measurement and scaling concepts.   5 M
    b) Explain the guidelines to be followed while designing a
       typical questionnaire to survey about the usage of
       consumer durables.   5 M

<div align="center">OR</div>

5. a) Compare and contrast psychometric and psychological
       instruments used in management research.   5 M
    b) Explain criteria for good measurement.   5 M

UNIT-III

6. a) Elaborate about the goals and functions of a research
       design.   5 M
    b) Explain about the characteristics of a typical research
       design.   5 M

<div align="center">OR</div>

7. a) Discuss about the phases in a research design.   5 M
    b) Outline a research proposal to your Department of
       Business Administration in a typical management area
       of your choice.   5 M

UNIT – IV

8. a) Discuss how the validation analysis and interpretation take place by taking suitable examples.   5 M

   b) Explain about the types of research report.   5 M

OR

9. a) "Report structure plays a very vital role in research." Elaborate.   5 M

   b) Discuss about the guidelines for effective documentation while doing the research and reporting thereupon.   5 M

UNIT – V

10. a) What is hypothesis and explain different types of hypothesis?   5 M

    b) Discuss about the Parametric and Non-Parametric tests.   5 M

OR

11. a) Elaborate about the characteristics and sources of a good hypothesis.   5 M

    b) Explain about Bivariate and Multivariate analysis techniques with suitable examples.   5 M

PART –C

10 M

CASE STUDY

12. Magic Mobiles would like to manufacture and market two variants of Mobile phones in India. Its Marketing Manager Mr. Jowial would like to conduct a study to know the

potential demand for the two variants of Mobile phones of Magic Mobiles in top 5 highly populated cities in India. Gradually, Magic Mobiles would like to extend its marketing to other cities, towns and rural areas in India.

List out the typical objectives of the study, develop suitable hypothesis, design a research for Magic Mobiles, discuss about the likely statistical test to be applied for the analysis of data and list out the elements of the research report.