

Roll No.

12024

**MBA 2 yr. 2nd Sem. CBCS (2016-17)
Examination – May, 2019**

BUSINESS RESEARCH METHODS

Paper : 16IMG22C4

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt compulsory Question No. 1 from Section-A and four questions from Section-B (one from each Unit). All questions carry equal marks.

SECTION – A

1. Write a short notes on the following : 16

(a) Inductive Theory

(b) Constructs and Variables

- (c) Importance of Problem Definition
- (d) Concept and Proposition
- (e) Nature of Descriptive Analysis
- (f) Importance of Schedule
- (g) Issues in Construction Design
- (h) Null and Alternative Hypothesis

SECTION – B

UNIT – I

2. Discuss the types of Research Proposal and also elaborates its structure ? 16

3. What is business research? Also discuss the need and managerial value of Business research ? 16

UNIT – II

4. Distinguish between the following : 16
 - (a) Diagnostic and Descriptive research

(b) Experimental and ex-post facto research design

(c) Exploratory and Experimental

5. What do you understand by Nominal, Ordinal, Interval and Ratio scale ? What are the various factors which influence the choice of measurement in data collection? Give examples. 16

UNIT – III

6. In a certain sample of 2000 Families, 1400 families are consumers of Tea. Out of 1800 families, 1236 families consume tea. Use chi-square test to test whether there is any significant difference between the consumption of tea among Hindu and non-Hindu families. Use of 5% level of significance. 16

7. The following table gives the number of refrigerators sold by 4 Salesman in three seasons -summer, winter and monsoon : 16

Season	Salesman			
	A	B	C	D
Summer	62	62	32	60
Winter	46	48	52	54
Monsoon	42	46	48	48

Is there is a significant difference in the sales made by the four salesman ? Is there is a significant difference in the sales made during different seasons ?

UNIT – IV

- 8. What is a research report ? Discuss their types and ingredients of research report ?** 16
- 9. Write a short notes on the following:** 16
- (a) Types of descriptive analysis
 - (b) Stages of data analysis
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