Registration no: | | | | | | | | | | |

Total Number of Pages: 02 **MAM**
IMB 602

6TH Semester Regular Examination 2016-17
BUSINESS RESEARCH
BRANCH(S): MAM
Time: 3 Hours
Max Marks: 70
Q.CODE: Z297

Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.

Q1 Answer the following questions: (2 x 10)

a) What is the difference between Explanatory research and Exploratory research?
b) Give two advantages of using secondary data.
c) What is the difference between Hypothesis and Problem?
d) What is measurement?
e) What is the difference between Stratified Sampling and Cluster Sampling?
f) What are the application areas of Chi-square test?
g) What is Sampling Error?
h) Define null and alternative hypothesis.
i) Define cardinal rules of report writing.
j) What is level of significance?

Q2 a) Briefly describe the different steps involved in a research process. (6)
b) Explain why research is to be based on scientific method. (4)

Q3 a) Distinguish between experimentation and simulation. (5)
b) What are the characteristics of a good research design? Discuss. (5)

Q4 a) Explain the importance of literature review in research. (5)
b) What is Liket scale? How it is constructed? Explain. (5)

Q5 a) A manufacturer of light bulbs claims that on the average 2% of the bulbs manufactured by his firm are defective. A random sample of 400 bulbs contained 13 defective bulbs. On the basis of this sample, can you support the manufacturer's claim at 5% level of significance? (5)

b) A random sample of 600 men chosen from a certain city contained 400 smokers. In another sample of 900 mean chosen from another city, there were 450 smokers. Do the data indicate that (i) the cities are significantly different with respect to smoking habits among men? (5)

Q6 100 students randomly selected from the 100 students enrolled in an MBA programme were cross-classified by age and grade point. Accordingly, the following data were complied: (10)

Grade Point	*Age (in years)*			
	25 and under	*26-28*	*Over 28*	*Total*
Upto 7.0	6	9	5	20
7.0 to 8.0	18	14	8	40
8.0 to 10	11	12	17	40
Total	35	35	30	100

At 5% level of significance, test the hypothesis that age and grade point are independent.

Q7 The following data show the number of claims processed per day for a group of four insurance company employees observed for 6 days. Test the hypothesis that the employee's mean claims per day are all the same. [Use 5% level of significance]. (10)

Employee 1	*Employee 2*	*Employee 3*	*Employee 4*
10	*7*	*9*	*7*
12	*5*	*8*	*12*
9	*9*	*8*	*10*
7	*7*	*7*	*9*
8	*9*	*6*	*8*
10	*7*	*6*	*10*

Q8 Write short notes on (Any Two): (5 × 2)

a) Multivariate Analysis.
b) Layout of the report
c) Technical Report