Registration No :

Total Number of Pages : 02

MBA
15MNG201

2nd Semester Regular / Back Examination 2017-18
BUSINESS RESEARCH METHODS
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : C1128
Answer Question No.1 & 2 which are compulsory and any
four from the rest.
The figures in the right hand margin indicate marks.
Answer all parts of a question at a place.

Q1   **Fill up the blanks in the following questions out of the choices given:**   **(2 x 10)**
   a)   ___ is a preferred sampling method for the population with finite size.
           (area / cluster / purposive / systematic)
   b)   Type one error occurs when a null hypothesis is ___ .
            (rejected even if true / accepted even if falls)
   c)   The Longitudinal approach of research deals with ___ researches.
           (horizontal / long-term / short-term)
   d)   If correlation coefficient between two variables is uncertain the r value is ___.
           (+1 , -1 , 0 , 0.5)
   e)   Most of the non-parametric methods utilize measurements on ___ scale .
           (interval / nominal / ordinal / ordinal and nominal)
   f)   A sampling distribution is the distribution of a ___ .
           (parameter / mean / statistics / proportion)
   g)   Survey questions can be classified into ___ forms .
           (closed / open-ended / both / all)
   h)   The process of summarizing the raw data and showing it in a compact form is
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           (tabulation / coding / editing).
   i)   The basic principle of coding is ___.
           (completeness / legibility / exhaustiveness)
   j)   The first step of business research is ___ analysis .
           (product / market / finance / competitor)

Q2   **Discuss the following concepts / terminologies with examples**   **(2 x 10)**
   a)   Research ethics.
   b)   Problem definition stage
   c)   Projective techniques
   d)   Secondary data.
   e)   Cross-sectional surveys.
   f)   Observation studies
   g)   Validity and reliability.
   h)   Sampling frame
   i)   't – distribution' vs 'Z – distribution'
   j)   Type I and II error

Q3 How would you define a research design ? What are the significant elements of a research design ? Illustrate with examples. **(15)**

Q4 What is the difference between a questionnaire and a schedule? Write the principles to be followed for an ideal questionnaire design ? **(15)**

Q5 A sample of 16 MBA students of a college was taken and information was obtained on their starting salary after their appointment in a company. The mean monthly starting salary was found to be Rs.30,200 with a standard deviation of Rs.960. The post data on the starting salary has given a mean value of Rs.30,000. Using a 5% level of significance, can we conclude that the average starting salary is different from Rs.30,000. **(15)**

(Table value at 5%=#2.131)

Q6 The following table gives the number of good and defective parts produced by each of the three shifts in a factory. **(15)**

Shift	Good	Defective	Total
Day	900	130	1030
Evening	700	170	870
Night	400	200	600
	2000	500	2500

Is there any association between the shift and the equality of the products produced ? Use a 0.05 level of significance

(Table Value 0.05 = 5.991)

Q7 An officer of the health department claims that 60% of the male population of a village comprises smokers. A random sample of 50 males showed 35 of them were smokers. Are these sample results consistent with the with the claim of the health officer. Use a level of significance of 0.05. (Table value = 1.645) **(15)**

Q8 What should be the ideal structure of a research report ? What are the elements of structure defined by you ? **(15)**