Question Paper Code : 10270

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2019.

Second Semester

BA 5202 — BUSINESS RESEARCH METHODS

(Regulation 2017)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Differentiate concept and construct.

2. What is a Null hypothesis?

3. Differentiate control and experimental group.

4. Differentiate internal and external validity.

5. What is double sampling?

6. What is probing in an interview?

7. How to handle 'don't know responses' in tabulation?

8. What is a dummy variable?

9. What is 'pace' in the context of research report?

10. What are perfactory items?

PART B — (5 × 13 = 65 marks)

11. (a) Explain research process with a neat diagram.

Or

    (b) (i)   Explain the different types of variables.   (9)

         (ii) State a research title of your choice and identify the different types
               of variables in the stated title.   (4)

12. (a) Explain the different response scales used in questionnaire development with examples for each.

Or

     (b) Discuss the various threats faced by the researcher in ensuring validity of an experimental research design.

13. (a) An analyst sought to predict the annual sales for a home furnishing manufacturer using the following predictor variables.

          $X1$ = marriages during the year $X2$ = housing starts during the year

          $X3$ = annual disposable personal income

          Using data for 24 years, the analyst calculated the following estimating equation

          $Y = 49.85 - 0.068\ X1 + 0.036\ X2 + 1.22\ X3$

          The analyst also calculated an $R^2 = 0.92$ and a standard error of estimate of 11.9.

          Interpret the above equation and statistics.

Or

     (b) How are factor loadings, eigen values, scree plot, cumulative % of variance explained interpreted in factor analysis? You can make necessary assumptions.

14. (a) Compare the advantages and disadvantages of the survey to those of interviews. Under which circumstances could you use interviews to collect data?

Or

     (b) Give a detailed account on behavioral and non behavioral observation techniques.

15. (a) Discuss the structure of the report in detail.

Or

     (b) Research reports often contain statistical materials of great importance that are presented poorly. Discuss ways to improve statistical presentations.

PART C — (1 × 15 = 15 marks)

16. (a) Give a brief account of a research you want to do in the near future and Design a consent form for that research.

Or

     (b) Explain the meaning, source identification and purpose of research questions problems and objectives in the field of business management research.

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