

Question Paper Code: 40344

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2016

Second Semester

BA 7207 – BUSINESS RESEARCH METHODS

(Regulations 2013)

Time: Three Hours

Maximum: 100 Marks

Answer ALL questions. $PART - A (10 \times 2 = 20 Marks)$

- 1. What is empirical research?
- 2. Define "Hypothesis".
- 3. What is a "Variable" in research?
- 4. Give meaning for the term "Reliability".
- 5. What do you mean by secondary data?
- 6. What is "Sampling Plan"?
- 7. What do you understand by "Data Coding"?
- 8. Define "Bivariate Analysis".
- 9. State the difference between subjectivity and objectivity.
- 10. What are the different types of research reports?

06-06

1

40344

$PART - B (5 \times 13 = 65 Marks)$

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

OR

- (b) Mention and discuss various types of research with suitable examples from the business Management point of view.
- 12. (a) Illustrate the research design process, types and benefits in the context of any functional management research.

OR

- (b) Explain the step by step course of action of constructing a research scale and give an outline of a scale on a title of your choice.
- 13. (a) List out the different methods of primary data collection to carry out a business research and explain the purpose of every method.

OR

- (b) Differentiate probability method of sampling from that of non-probability method of sampling providing examples for each.
- 14. (a) Discuss about measures of central tendency and how they are useful in any business research work?

OR

- (b) Explain the objective, process and application of multiple regression and correlation analysis to solve business research problems.
- 15. (a) Describe the process of report preparation. Discuss the importance of objectivity in writing a Marketing/Finance/Human Resource research report.

OR

(b) Discuss the importance of language, cauterization, tone, and proof reading in a research report preparation.

$PART - C (1 \times 15 = 15 Marks)$

(a) Prepare a research proposal in detail for a research problem of your business area
of interest.

OR

(b) In order to prove the importance of Chi Square analysis, correlation analysis and two sample t test analysis create tables with imaginary and appropriate values and explain the results.