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**Question Paper Code : 10341**

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2014.

Second Semester

BA 7207 — BUSINESS RESEARCH METHODS

(Regulation 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Outline any two purposes of exploratory research.
2. What are the two main objectives of causal research?
3. State any two situations when descriptive research would be appropriate.
4. Give two examples of time experimental design.
5. Compare primary data collection and secondary data collection with regard to time factor and cost factor.
6. Give any two disadvantages of unstructured questions while using questionnaires.
7. What steps are involved in editing questionnaires?
8. What are the purposes of coding?
9. Name the essential contents of an executive summary.
10. What is the prime purpose of including limitations in a research report?

PART B — (5 × 16 = 80 marks)

11. (a) Illustrate with simple examples the role of exploratory research for the following tasks :
    - (i) Defining a problem precisely (8)
    - (ii) Identifying alternative courses. (8)
- Or
- (b) Classify the uses of descriptive research/causal research in the following situations. Cite simple examples :
    - (i) Hypothesis formulation (8)
    - (ii) Identifying cause and effect relationships. (8)

12. (a) Explain internal validity and external validity and clarify their interrelationship by an example. (16)

Or

- (b) Distinguish between nominal scale and ordinal scale, as well as between interval scale and ratio scale – Give simple examples. (16)

13. (a) List and explain about eight most essential factors to be borne in mind while designing questionnaires. (16)

Or

- (b) Find out the sample size needed to determine the average monthly income per student-customer for an university-cafeteria; whereas some students spend up to range of Rs. 360 per head per month, other students do not patronise the cafeteria at all. The cafeteria-management wants you to find out with 95 percent confidence ( $Z = 1.96$ ) and error not exceeding plus or minus Rs. 5 the sample size needed. (16)

14. (a) Describe the data preparation process, commencing from the stage of questionnaire checking, upto the stage of selecting a data analysis strategy. (16)

Or

- (b) Illustrate with any three simple practical examples, the concept of discriminant analysis. (16)

15. (a) Explain about eight vital guidelines that the client should remember while evaluating the goodness of a research report. (16)

Or

- (b) Discuss the ethical issues to be taken care of at the research design stage, field work stage, data analysis stage and findings presentation stage. (16)