

MBA II Semester Supplementary Examinations December/January 2016/2017

**BUSINESS RESEARCH METHODS**

(For students admitted in 2014 and 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

- 1 “Research is much concerned with proper fact finding analysis and evaluation”. Do you agree with this statement? Give reasons in support of your answer.  
**OR**
- 2 Distinguish between the following:  
(a) Simple hypothesis and composite hypothesis.  
(b) Null hypothesis and alternative hypothesis.
- 3 What is the research problem? Explain the techniques involved in defining a problem.  
**OR**
- 4 Describe the basic scales used in research with examples. Describe the process used to generate and validate measuring scales for any research. How do you assess the stability of such scales?
- 5 Explain different methods used in research to collect primary data. Explain the relevance of each method and the circumstances in which they are used for data collection.  
**OR**
- 6 What are the steps involved in questionnaire design? Design a questionnaire to study the ethical values of students.
- 7 Explain how sampling and statistical inference are useful for any research work.  
**OR**
- 8 Give an overview of descriptive and associational statistical measures.
- 9 Give the rules for deciding the title of a report. What are the topics usually mentioned in the table of contents? Give the general order of topics followed in preparing research reports.  
**OR**
- 10 How are results presented in a research report? What is the significance of the discussion section in relation to the results section? How long should a research report be?

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study/Problem:**

What should be the size of the sample if a simple random sample from a population of 4000 items is to be drawn to estimate the percent defective within 2 percent of the true value with 95.5 percent probability? What should be the size of the sample if the population is assumed to be infinite in the given case? (Assume  $P = 0.02$ ).

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