

BUSINESS RESEARCH METHODS

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 What is the role of research in managerial decision?
OR
- 2 How do you use information technology in your contemporary research?
- 3 What are the steps involved in hypothesis testing? Explain with appropriate flow chart.
OR
- 4 What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples.
- 5 What are the popular types of primary data collection methods? Explain with examples.
OR
- 6 Illustrate the guidelines for construction of questionnaire.
- 7 How does the basic statistical tools such as mean, median, mode, standard deviation, variance are useful in research analysis?
OR
- 8 What is the use of t-test, ANOVA, correlation and regression in research?
- 9 What are the different steps involved in writing the report?
OR
- 10 Explain layout of research reports.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**
India comprises of over 6 lakhs villages and 750 million dwellings in rural areas. The main stay of Indians is agriculture. During the 80s, Indian farmers, especially those who grew tomato on a large scale, encountered a major problem in the area of harvesting. Tomato crop is labour intensive and large scale manpower is required to harvest and transport the product to the market. Though labour was available, the availability of labour at the most appropriate time posed a problem to overcome the non availability of labour, harvesting machines were introduced. Large scale tomato growers were very happy, since they thought that, the machines would sort out their problem. Their happiness was short lived because farmers found that there was a massive wastage of tomatoes while harvesting using these machines.
It was felt that the wastage was due to faulty layout in planting i.e. distance between the rows so, the farmers were asked to follow the guidelines given by the agricultural department to minimize the waste. Despite following these guidelines, farmers could not reduce the wastage.

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Subsequently, a joint study was conducted by the agriculture department and farmers, to identify the problem. It was felt that the wastage was due to improper handling of the machines. To overcome this, machine operators were trained in machine handling. Despite this effort, wastage could not be reduced. Government took a series note on of the problem and asked the committee constituted for this purpose to take appropriate steps. The committee reached the conclusion, that harvesting machine needs modification. Based on this the machine was altered and tested. Still the problem could not be solved. As a management student, could you analyze and answer the following issues:

Questions:

- (a) Was the approach to the problem correct? If not state 'What was wrong'?
- (b) Explain the systematic method of defining the problem.
- (c) How would you proceed, to solve the problem?
- (d) List the possible solutions to the tomato growers problem.
