

**Code No: MB1625/R16**

**MBA II Semester Regular/Supplementary Examinations, May/June-2019**

**BUSINESS RESEARCH METHODS**

**Time: 3 Hours**

**Max. Marks: 60**

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*Answer Any FIVE Questions  
All Questions Carry Equal Marks  
Question No. 8 is Compulsory*

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|----|---|--|----|
| 1. | a | What is Business Research? Explain the Nature and Importance of Business Research                                      | 6M |
|    | b | Write a Short Notes on<br>i) Qualitative Research Vs Quantitative Research<br>ii) Pure Research Vs Applied Research.   | 6M |
| 2. | a | What is Sampling? Explain various methods of Sampling designs.   | 6M |
|    | b | What are Data Sources? Explain the tools and techniques and methods of data collection.                                | 6M |
| 3. | a | Write a Short Notes on<br>i) Interviews<br>ii) Questionnaires  | 6M |
|    | b | Why tabulation is considered essential in a research study? Give the characteristics of a good table.                  | 6M |
| 4. | a | Write a Short Notes on<br>i) Tables and Graphic Presentation<br>ii) Tests of Significance for Small and Large Samples. | 6M |
|    | b | What is Statistical Quality Control? Explain the various types of variable and attribute charts and their application. | 6M |
| 5. | a | What are non-parametric tests? What are their limitations?   | 6M |
|    | b | What is report writing? Discuss the layout of a research report covering all relevant points.                          | 6M |
| 6. | a | Write a short notes on<br>i) Research problems<br>ii) Ethical Issues in Business Research                              | 6M |
|    | b | What is Chi-Square test? Explain its importance in statistical analysis.   | 6M |
| 7. | a | What is Proportion of Means? Explain the statistical technique ANOVA used for data analysis.                           | 6M |
|    | b | What is Bivariate and Multivariate Analysis? Elucidate on classification of Multivariate Analysis.                     | 6M |

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8. Case study

In a company there are four shop floors. Productivity rate for three methods of incentives and gain sharing in each shop floor is presented in the following table. Analyze whether various methods of incentives and gain sharing differ significantly at 5% and 1% F-limits.

12M

Shop Floor	Productivity rate data for three methods of incentives and gain sharing		
	X1	X2	X3
1	5	4	4
2	6	4	3
3	2	2	2
4	7	6	3

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