

Business Research Methods

Time: 3 Hours

Max. Marks: 60

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

1. a “Defining a Research problem property and clearly is a crucial part of a research study” – discuss. 7 M
b Why ethics are important in research? Briefly explain ethical issues in business research. 5 M
2. a Define Sampling. How will you conduct test pertaining to comparison between sample mean and population mean? 6 M
b Compare and contrast the various attitude measurement techniques. When will you use each of them? Discuss briefly. 6 M
3. a You have been assigned the task of finding various problems of railway commuters in Visakhapatnam. Design a suitable questionnaire to be used in this study. 6 M
b Why tabulation is considered essential in a research study? Give the characteristics of a good table. 6 M
4. a What do you mean by hypothesis? Explain the procedure of developing good hypothesis and list out statistical tools available for testing. 6 M
b What is Chi-Square test? Explain its importance in statistical analysis. 6 M
5. a Describe the application of ANOVA as a statistical tool in data analysis. 6 M
b What is the significance of using multivariate analysis in research? 6 M
6. a Under what circumstances stratified random sampling procedure is considered appropriate? How would you select such a sample? Explain by means of an example. 6 M
b Illustrate different types of scales used in Measurement concepts. 6 M
7. a What is report writing? Discuss the layout of a research report covering all relevant points. 6 M
b State the significance of research and explain the different types of research. 6 M
8. The following are the details of sales effected by three sales persons in three door-to-door campaigns. 12 M

Sales person	Sales in door – to – door campaign			
A	8	9	5	10
B	7	6	6	9
C	6	6	7	5

Construct an ANOVA table and find out whether there is any significant difference in the performance of the sales persons.

