

Code No: MB1625/R16

MBA II Semester Supplementary Examinations, September-2022

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) Explain the nature and importance of business research. 6M
b) What are the objectives and methods of doing of exploratory research? 6M
2. a) Discuss the types of primary data. 6M
b) Differentiate between the stratified random and cluster sampling methods. 6M
3. a) Explain the procedure for developing a questionnaire. 6M
b) Describe the construction and uses of Semantic Differential Scale. 6M
4. a) What are the assumptions for the usage of Chi Square test? Explain. 6M
b) Illustrate the statistical quality control with an example. 6M
5. a) Write a note on the statistical techniques of interdependence. 6M
b) Narrate the procedure for doing one-way and two-way ANOVA. 6M
6. a) Explain the ethical issues in business research. 6M
b) How does one determine sample size on anticipated cross classifications of the data? Discuss. 6M
7. a) Distinguish between data reliability and validity. 6M
b) Write a note on editing, coding and tabulation. 6M

8. **CASE STUDY** 12M

A company appoints four salesmen, A, B, C, D and observes their sales in three seasons-summer, winter and monsoon. The figures (in lakhs) are given in the following table.

	Salesmen			
Seasons	A	B	C	D
Summer	36	36	21	35
Winter	28	29	31	32
Monsoon	26	28	29	29

Carry out two-way analysis of variance

1 of 1