Hall Ticket No ☐☐☐☐☐☐☐☐☐☐ Question Paper Code: CMB013

MBA III Semester End Examinations (Regular) - November, 2018
Regulation: .–R16
Business Research Methods

Time: 3 Hours   (MBA)   Max Marks: 70

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) What is meant by social research? Discuss its objectives and uses.   **[7M]**

   (b) Discuss in detail about the motivating factors of social research.   **[7M]**

2. (a) Discuss in detail about process of scientific method.   **[7M]**

   (b) Explain the logical reasoning process in scientific method.

UNIT – II

3. (a) What is case study method? Discuss its assumptions ,importance and limitations.   **[7M]**

   (b) Define survey. Differentiate between survey and experiment.   **[7M]**

4. (a) Write short notes on sources of data for case study.   **[7M]**

   (b) Discuss in detail about social survey and social survey planning with an example.   **[7M]**

UNIT – III

5. (a) Define schedule. Differentiate between questionnaire and schedule.   **[7M]**

   (b) What is meant by questionnaire. Discuss the different types of questionnaire.   **[7M]**

6. (a) What is observation method? Discuss its types.   **[7M]**

   (b) What do you understand by scaling techniques. Explain the important scaling techniques and
       its types.   **[7M]**

UNIT – IV

7. (a) What is chi square test? Explain Chi-square as a test of goodness of fit and test of independence
       with suitable examples.   **[7M]**

   (b) Based on the information on 1000 randomly selected fields about the tenancy status of the culti-
       vation of these fields and use of fertilizers, collected in an agro economic survey, the classification
       was noted as shown in Table 1.   **[7M]**

       Would you conclude that owner cultivators are more inclined towards the use of fertilizers at 5
       % level?

Table 1

Owned	Rented	Total	
Using fertilizers	416	184	600
Not Using Fertilizers	64	336	400
	480	520	1000

8. (a) Write short notes on ANOVA with example. **[7M]**

   (b) Two researcher workers classified some people in income groups on the basis of sampling studies. Their results are shown in Table 2. Is there any difference between the techniques adopted by two research workers? Show that the sampling technique of at least one research worker is defective (χ^2 for d.f. at 5% level of significance) **[7M]**

Table 2

Investigators	Income Groups			Total
	Poor	Middle	Rich	
A	160	30	10	200
B	140	120	40	300
Total	300	150	50	500

UNIT – V

9. (a) What is research report? Explain the contents of report writing. **[7M]**

   (b) Explain the importance of diagram in presentation of data. **[7M]**

10. (a) What is one dimensional diagram? Discuss any four kinds of one dimensional diagram used in presentation of data. **[7M]**

    (b) What is cartograms? Explain the importance of graphs in detail. **[7M]**