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Subjt Code: R16MBA303
MBA - III Semester Regular and Supplementary Examinations, November-2018.
BUSINESS RESEARCH METHODOLOGY
Time: 3 hours
Max Marks: 60

 Question Paper Consists of **Part-A** and **Part-B**.

 Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

PART-A (CASE STUDY)
1 X 12 = 12

1. A farmer grows crops on two fields A and B. On A he puts Rs. 10 worth of manure per acre and on B he puts Rs. 20 worth. The net returns per acre exclusive of the cost of manure on the two fields in the five years are as below:

Year ----	1	2	3	4	5
Field A, Rs per acre	34	28	42	37	44
Field B, Rs per acre	36	33	48	38	50

Other things being equal, discuss the question whether it is likely to pay the farmer to continue the more expensive dressing. Test at 5% level of significance.

PART-B
4X 12 = 48

- (a) What is research?
(b) Write about different types of research approaches.
- What are the advantages and limitations of sampling method of research?
- What is multi — dimensional scaling? How this is better than other methods of scaling?
- (a) Write a note on difficulties in colltion of primary data.
(b) Advantages of Interview Method.
- (a) What is t-test? Explain the significance in statistical analysis of any research problem.
(b) Describe the methods of data presentation.
- (a) The thnique of writing report
(b) Characteristics of a good research report.
