

R17**Code No: 741AF****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA I Semester Examinations, December-2018****BUSINESS RESEARCH METHODOLOGY****Time: 3hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) What are the various types of Research. [5]
- b) Write a short note on longitudinal and cross sectional studies. [5]
- c) Write a short note on descriptive statistics. [5]
- d) What are the multivariate techniques available for data analysis? [5]
- e) Write the importance of report writing. [5]

PART - B**5 × 10 Marks = 50**

2. Explain the various types of measurements with suitable examples. [10]
- OR**
3. You have been asked to develop an index of student morale in your department.
 - a) What constructs or concepts might you employ?
 - b) Choose several of the major concepts, and specify their dimensions
 - c) Select observable indicators that you might use to measure these dimensions
 - d) How would you compile these various dimensions into a single index?
 - e) How would you judge the reliability and/or validity of these measurements? [10]
4. Design a questionnaire to study the impulse buying behaviour of consumers in grocery stores. [10]
- OR**
5. Define data and give some examples of data. Distinguish between primary and secondary data. [10]
6. The following table gives the weekly expenditure (in Rs.00's) of 100 families. Find mean, median and mode. [10]
Weekly

Expenditure	: 0-10	10-20	20-30	30-40	40-50
No.of families:	14	23	27	21	15
- OR**
7. Explain the various Univariate and Bivariate techniques for data analysis. [10]

8. Discriminant analysis is a statistical technique useful in situations where individuals are objects in a sample are to be classified into two or more mutually exclusive and exhaustive groups on the basis of a set of predictor variables. Elucidate the statement and identify the situations where discriminant analysis can be . Give the limitations of discriminant analysis. [10]

OR

9. What is multiple regression analysis? Discuss the role of multiple regression analysis in decision making? [10]

10. A quality presentation of research findings can have an inordinate effect on a readers or a listener's perception of a studies quality. Recognition of this fact should prompt a researcher to make a special effort to communicate skillfully and clearly. [10]

OR

11. Research reports contained findings, analysis, interpretations, conclusions and sometimes recommendations. They may follow the short, informal format typical of memoranda and letters, or they may be longer and more complex. Long reports are of either a technical or management type. In the former, the problem is presented and followed by the findings, conclusions and recommendations. In the management report, the conclusions and recommendations received the findings. The technical report is targeted at the technically trained reader; the management report is intended for the manager-client. Comment on the two types of report, their significance and the differences elaborately. [10]

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