



Code: 14E00203

MBA II Semester Supplementary Examinations June 2019

BUSINESS RESEARCH METHODS

(For students admitted in 2014 (LC), 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 What are the technologies used in business research? Investigate the importance of technology in business research.

OR

- 2 Describe the role of ethics in business research.

- 3 Explain the process of identifying research problem.

OR

- 4 Discuss the generally used approaches of ranking scales.

- 5 Explain the structured and unstructured interviews in a data collection.

OR

- 6 What are the instruments prepared for collecting primary data? Explain.

- 7 What is factor analysis? Discuss the various methods of factor analysis.

OR

- 8 Write about the discriminant analysis with a suitable example.

- 9 Describe the steps involved in preparing a good research report.

OR

- 10 Elaborate why an oral presentation will be conducted on the industrial project work. Explain.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case study:**

Construct a questionnaire comprising of 5 questions regarding demographic aspects of respondents, 3 questions on the dimension of any business issue you want to study and 2 questions of 5-point scaling pattern on the influencing factors of the chosen business issue that you are studying through the questionnaire.

