

MBA II Semester Supplementary Examinations June/July 2018

BUSINESS RESEARCH METHODS

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

Time: 3 hours

Max. Marks: 60

SECTION – A

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

1 Discuss the types of business research with examples.

OR

2 Explain the importance of ethics in business research.

3 What are the online database useful for business research? Explain.

OR

4 Explain the various rating scales and ranking scales with examples.

5 Discuss the types of interviews with their merits and demerits.

OR

6 What is observation? What are its types? Discuss their merits and demerits.

7 Explain various measures of central tendency with examples.

OR

8 Discuss the procedure used to calculate One Way ANOVA with an example.

9 Outline the guidelines for preparing a good research report.

OR

10 Discuss the importance of executive summary and visual aids in a research report.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

The three samples below have been observed from normal population with equal variances. Test the hypothesis that the sample means are equal.

8	7	12
10	5	9
7	10	13
14	9	12
11	9	14
