



Code: 9E00206

MBA & MBA (Finance) II Semester Supplementary Examinations June/July 2018

BUSINESS RESEARCH METHODS

(For students admitted in 2013 (LC), 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Define business research. Explain in detail the various types of business research.
- 2 "In the recent days, technologies are widely used in business research" - are you agree with the statement? Enumerate what are the technology sources used in business.
- 3 What do you mean by hypothesis? How would you develop the hypothesis for your research? Discuss the procedure for testing of hypothesis.
- 4 Explain in detail about the various types of research designs.
- 5 Discuss in detail the sources of data and explain the different methods of data collections.
- 6 Write the purpose of questionnaire and explain in detail the guidelines for construction of questionnaire.
- 7 How would you select statistical tools for analyzing your data? Explain.
- 8 What are the components involved in research report? Describe the guidelines for preparing a good research report.
