



Code: 9E00206

MBA & MBA (Finance) II Semester Supplementary Examinations December/January 2015/2016

**BUSINESS RESEARCH METHODS**

(For students admitted in 2011, 2012, 2013 & 2014)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions  
All questions carry equal marks

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- 1 Explain the research concepts:
  - (a) Constructs.
  - (b) Variables.
  - (c) Proposition.
  - (d) Hypothesis.
- 2 How does research helps in taking business decisions? What are the ethical points to note while undertaking business research?
- 3 Why is a theoretical framework needed in research? Explain the components of a theoretical framework in research.
- 4 What are the basic types of scales used in research? Why is scale reliability important to research? Explain the different types of validity of scales in research.
- 5 Explain various methods of primary data collection in research.
- 6 Construct a questionnaire to measure the usage patterns of mobile phones by college students in your city.
- 7 Explain the various types of associational and inferential statistical measures used in business research.
- 8 Describe the various sections of a written research report.

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