

Code: 14E00203

MBA II Semester Supplementary Examinations December/January 2015/2016

BUSINESS RESEARCH METHODS

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 What do you understand by ethics? Elaborate the ethics in business research.
OR
- 2 Write short notes on: (a) Theory and models. (b) Propositions and hypotheses.
OR
- 3 Write short notes on: (a) Measurement of variables. (b) Likert scale.
OR
- 4 What is research design? Describe the various types of research designs.
OR
- 5 Write a note on: (a) Questionnaire versus schedule. (b) Types of questions.
OR
- 6 What are the sources of data? Enumerate the different methods of collecting data.
OR
- 7 Write brief notes on: (a) Inferential analysis. (b) Factor analysis.
OR
- 8 Briefly explain the following: (a) Chi-square test. (b) Standard deviation and co-efficient of variation.
OR
- 9 What are the components in preliminary pages of a research report? Explain.
OR
- 10 Write short note on: (a) Footnotes and bibliography. (b) Guidelines for preparing a good research report.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 Case study:

School of management uses the scheme of weights which is shown below for evaluating the assignments given to students.

Question number	1	2	3	4	5
Weight	2	1	3	2	1

Each assignment will have five questions. Each question is evaluated in terms of grade A or B or C or D or E depending on the depth of discussion and correctness of its answer. The numerical equivalents of these grades are 5, 4, 3, 2 and 1 respectively. The minimum grade given to any of the questions is E. For a given student, in a given subject, if the grades given to the answers of the questions 1, 2, 3, 4 and 5 are A, C, D, E and A, respectively.

Find the weighted score and weighted grade of the given subject of that student using the grading scheme shown below:

Weighted score:	<1.5	1.5 – 2.4	2.5 - 3.4	3.5 – 4.4	4.5 – 5.0
Grade:	E	D	C	B	A