

Code: 14E00203

MBA II Semester Regular &amp; Supplementary Examinations May 2016

**BUSINESS RESEARCH METHODS**

(For students admitted in 2014 and 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

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

- 1 What is testing of hypothesis? Explain how it is useful for illustrating a research problem with two examples.
- OR**
- 2 'Creative management, whether in public administration or private industry, depends on methods of inquiry that maintain objectives, clarity, accuracy and consistency. Discuss this statement and examine the significance of research.
- 3 Briefly describe the different steps involved in a research process.
- OR**
- 4 What are the techniques involved in defining a research problem?
- 5 Explain the guidelines in preparing structured and unstructured questionnaires.
- OR**
- 6 How does the case study method differ from the survey method? Analyze the merits and limitations of case study method in sociological research.
- 7 What are the important steps of data preparation process? Explain in detail.
- OR**
- 8 Discuss about measures of central tendency and how they are useful in any research work.
- 9 Discuss the basic requirement of report preparation, including report format, report writing, graphs and tables.
- OR**
- 10 Identify the ethical issues related to the interpretation and report of the research problem.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

- 11 **Case study:**  
Assume that you draw a random sample of 64 cases from a population where the mean test score is 25 and the standard deviation is 10.  
Questions:  
(a) What is the probability of obtaining a sample mean between 24 and 26 for the random sample?  
(b) What would be the probability of a sample mean between 24 and 26 if the sample size were reduced to 25?

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