

Code: 14E00203

MBA II Semester Supplementary Examinations December/January 2017/2018

**BUSINESS RESEARCH METHODS**

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

Time: 3 hours

Max. Marks: 60

**SECTION – A**

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

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- 1 What are the various technologies used in business research? Explain.

**OR**

- 2 Write short notes on:

- (a) Constructs and variables.
- (b) Theories and models.

- 3 What is rating scale? Describe the generally used approaches for ranking scales.

**OR**

- 4 Describe the several steps involved in a research process in brief.

- 5 Discuss the collection of data through questionnaire.

**OR**

- 6 What are the types and sources of data? Explain.

- 7 What is multivariate analysis of variance? Explain the multivariate techniques used in research studies.

**OR**

- 8 What is hypothesis? Explain the procedure for testing of hypothesis.

- 9 What is research report? Give the outline of research report covering all relevant items.

**OR**

- 10 Write brief notes on:

- (a) Oral presentation.
- (b) Visual aids.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**

A leading software services company has lived to as a researcher. The task before you is to assess the need for software products that will be accepted readily in the market. The company has not looked at software products and has no idea of the industry demand.

**Questions:**

- (a) Prepare a research proposal to identify the industrial segment and the type of software products that the company can consider manufacturing. The proposal should include the research design, time line and limitations.

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