

Code: 14E00203

MBA II Semester Regular & Supplementary Examinations June/July 2017

BUSINESS RESEARCH METHODS

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

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION - A

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

- 1 Define research and explain the various types of business research.
OR
- 2 Write short notes on:
 - (a) Propositions and hypotheses.
 - (b) Ethics in business research.
- 3 What is research design? Discuss the basis of stratification to be employed in sampling public opinion on demonetization of currency in India.
OR
- 4 What differences does it make whether we measure in terms of a nominal and ordinal scale? Explain with example.
- 5 Discuss interview as a technique of data collection.
OR
- 6 What is questionnaire? Explain the process and guidelines for construction of questionnaire.
- 7 Enumerate the steps involved in centroid method of factor analysis.
OR
- 8 What is discriminant analysis? Explain the technique with a suitable example.
- 9 Describe in detail about contents in the body of the research report.
OR
- 10 Write brief notes on:
 - (a) Visual aids.
 - (b) Bibliography.

SECTION - B

(Compulsory Question)

01 X 10 = 10 Marks

Case study:

Ms. Cheritha, as the advertising manager for chemical topics magazine, is charged with the responsibility for selling advertising space in the magazine. The magazine deals primarily with chemical processing technology and is distributed solely by subscription. Major advertisers in the magazine are the producers of chemical processing equipment since the magazine is primarily directed at engineers and other technical people concerned with the design of chemical processing units.

Since the size and composition of the target audience for chemical topics are key concerns for prospective advertisers, Ms. Cheritha is interested in collecting more detailed data on leadership. While she presently has total circulation figures, she feels that these understate the potential exposure of an advertisement in chemical topics. In particular, she feels that for every subscriber to chemical topics, there are several others in the firm to whom chemical topics are routed for their perusal. She wishes to determine how large this 'secondary' audience is and also wishes to develop more detailed data on readers such as degree of technical training, level in the administrative hierarchy, and so on, since she feels that these details would be quite helpful in influencing potential clients to commit their advertising dollars to chemical topics.

Questions:

- 1 What kind of research design is in order to answer Ms. Cheritha's question? Why?
Outline the procedure you would follow in attacking these questions.