

**Code No: MB1625/R16**
**MBA II Semester Regular Examinations, May-2017**
**Business Research Methods**
**Time: 3 Hours**
**Max. Marks: 60**

*Answer Any FIVE Questions  
All Questions Carry Equal Marks  
Question No. 8 is Compulsory*

1. a "Defining a Research problem property and clearly is a crucial part of a research 7 M  
study" – discuss.
- b Why ethics are important in research? Briefly explain ethical issues in business 5 M  
research.
2. a Define Sampling. How will you conduct test pertaining to comparison between 6 M  
sample mean and population mean?
- b Compare and contrast the various attitude measurement techniques. When will you use each 6 M  
of them? Discuss briefly.
3. a You have been assigned the task of finding various problems of railway commuters in 6 M  
Visakhapatnam. Design a suitable questionnaire to be used in this study.
- b Why tabulation is considered essential in a research study? Give the characteristics of a good 6 M  
table.
4. a What do you mean by hypothesis? Explain the procedure of developing good 6 M  
hypothesis and list out statistical tools available for testing.
- b What is Chi-Square test? Explain its importance in statistical analysis. 6 M
5. a Describe the application of ANOVA as a statistical tool in data analysis. 6 M
- b What is the significance of using multivariate analysis in research? 6 M
6. a Under what circumstances stratified random sampling procedure is considered appropriate? 6 M  
How would you select such a sample? Explain by means of an example.
- b Illustrate different types of scales used in Measurement concepts. 6 M
7. a What is report writing? Discuss the layout of a research report covering all relevant 6 M  
points.
- b State the significance of research and explain the different types of research. 6 M
8. The following are the details of sales effected by three sales persons in three door- 12 M  
to-door campaigns.

Sales person	Sales in door – to – door campaign			
A	8	9	5	10
B	7	6	6	9
C	6	6	7	5

Construct an ANOVA table and find out whether there is any significant difference in the performance of the sales persons.

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