Code No. 4542

FACULTY OF MANAGEMENT

M.B.A. II – Semester (CBCS) Examination, May / June 2018

Subject: Business Research Methods

Paper – MBA – 203

Time: 3 Hours **Max.Marks: 80**

Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

1 Discuss the nature of business research

2 Explain the properties of normal curve

3 What is multistage sampling?

4 What do you understand by Type – I and Type – II errors?

5 .State the essentials of a good research report.

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

6 a) Explain the role of business research in managerial decision making.

OR

b) What is research design? Explain the requirements of a good research design.

7 a) Explain the addition and multiplication theorem of probability with suitable examples.

OR

b) What is the probability that a couple's second child will be
  i) A girl, given that their first child was a girl
  ii) A boy, given that their first child was a girl.

8 a) What are the different scales used in Business Research?

OR

b) How do you determine the sample size for research? Which sampling method do you feel the best? Justify.

9 a) Four technicians analyzed three samples each for the moisture content in the sample. The results are given below.

Samples	Technicians			
	A	B	C	D
X	9	12	10	11
Y	12	11	15	12
Z	9	10	12	14

Analyze the data and comment. Use 5% significance level.

OR

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b) Five coins are tossed 3200 times and the number of heads appearing each time is noted. At the end, the following results were obtained.

No. of heads	0	1	2	3	4	5
Frequency	80	570	1100	900	500	50

Test the goodness of fit to determine whether the coins are unbiased. Use 5% LOS.

10 a) The lines of regression are $8X - 10Y = 0$; $40X - 18Y = 214$ and variance of X is 9. Find
   i)   Means and X and Y
   ii) Correlation "r"
   iii) Standard Deviation Y.

OR

b) Below are the figures of production (in '000 tons) in a sugar factory.

Year	2003	2004	2005	2006	2007	2008	2009
Production (in '000 tons)	77	88	94	85	91	98	90

Fit a straight line trend by least squares principle and show the trend line. What is the monthly increase in production? Also eliminate the trend.

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