

BUSINESS RESEARCH METHODS

(For students admitted in 2017, 2018 & 2019 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 (a) Differentiate cross-sectional research and longitudinal research with an example.
(b) Discuss different information needs of business.
OR
- 2 Explain the role of business research in managerial decisions.
- 3 (a) How does the case study method differ from the survey method? Analyze the merits and limitations of case study method in business research.
(b) Elucidate the criteria of goodness of a measurement scale.
OR
- 4 (a) Discuss the merits and demerits of various methods of non probability sampling.
(b) A researcher wishes to determine the attitude of the customers of a hotel on the following attributes: Convenience of location, friendly personnel, and value for money:
(i) Design a Likert scale to accomplish this task.
(ii) Design a graphic rating scale to accomplish this task.
- 5 Evaluate different methods of collecting primary data.
OR
- 6 (a) Discuss the merits and demerits of self-administered questionnaire.
(b) What are the various types of questions that can be framed while designing a questionnaire? Discuss.
- 7 Explain various associational statistical measures and discuss their importance
OR
- 8 What is the use of t-test, ANOVA, correlation and regression in research?
- 9 Explain in detail the components of a research report.
OR
- 10 Discuss the criteria of a good research report.

Contd. in page 2

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

A researcher is interested in forecasting sales for a construction tools distributor in New Delhi. The distributor believes a reasonable relationship exists between sales and building permits. The sales and building permits figures are given below:

Dealer	Dealer's sales volume (000)	Building permits
1	77	86
2	79	93
3	80	95
4	83	104
5	101	139
6	117	180
7	129	165
8	120	147
9	97	119
10	106	132
11	99	126
12	121	156
13	103	129
14	86	96
15	99	108

(i) Does there exist any significant relationship between sales and building permits made by the company? Comment on the degree of relationship.

(ii) Fit a regression equation and predict the sales when the number of building permits is 89.

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MBA & MBA (Finance) II Semester Regular & Supplementary Examinations November 2020

BUSINESS RESEARCH METHODS

(For students admitted in 2017, 2018 & 2019 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

1 Describe the different types of research, clearly pointing out the difference between an experiment and a survey.

OR

2 Explain the technologies used in business research.

3 (a) How do you define a research problem? Give an example to illustrate your answer.

(b) Why probability sampling is generally preferred in comparison to non-probability sampling? Explain the procedure of selecting a simple random sample.

OR

4 (a) Discuss qualitative research approaches and specify the aims of different approaches.

(b) Present the hierarchy of levels of measurement scales and present the rationale for the hierarchy.

5 (a) Discuss the criteria to increase the effectiveness of response rate of questionnaire.

(b) What is observational research? Discuss the benefits and limitations of observational research.

OR

6 Elucidate the advantages and disadvantages of personal interviews.

7 What are the measures of dispersion? Explain in detail.

OR

8 Discuss different descriptive statistical measures and their importance.

9 Explain the significance of a research report and narrate the various steps involved in writing such a report.

OR

10 (a) Discuss the guidelines for preparing a good research report.

(b) Explain the criteria of a good presentation.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Below are given the yields of wheat per acre:

Variety	Yields in fields per acre		
	1	2	3
A	30	32	22
B	20	18	16

Calculate F and state whether the difference between the yields of two varieties is significant taking 7.71 as the critical value of F at 5% level.

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MBA & MBA (Finance) II Semester Supplementary Examinations January/February 2020

BUSINESS RESEARCH METHODS

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

1 Explain the importance of using different technologies in conducting business research.

OR

2 What are the different types of business research? Explain in brief.

3 Discuss briefly the various levels of measurement scales with examples.

OR

4 (a) Distinguish between exploratory research and descriptive research.

(b) What is reliability and validity?

5 Explain in detail the methods of data collection.

OR

6 Elucidate guidelines for designing a questionnaire

7 Describe the measures of dispersion in detail.

OR

8 What is meant by correlation? How do you distinguish between correlation and regression?

9 What points will you keep in mind while preparing a research report? Explain.

OR

10 Discuss the major components of a research report.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

It was almost two years after the Zap car was introduced in 2009, Zap car had received unprecedented global media coverage when it was launched. It was regarded as similar to “Mercedes Smart” in terms of space utilization and design. The manufacturers of Zap-BRM Motors were very much disappointed with diminishing demand and declining deliveries. The Company turned to Marketing Research to identify the problem and develop a program to increase the sales. Initially the Research team interacted with Mr.Sen-the Editor of Auto India. According to him the real problem is a “marketing failure”, the manufacturers did not advertise or even set up efficient distribution channels.

Contd. in page 2

The other problems identified were:

- (i) The marketing team which was held initially responsible was no longer involved. The new team, with diverse background, took time to understand.
- (ii) The team ended up selling 75% cars in 5 major cities of India.
- (iii) The right customer segment was not tapped. The first-time car buyers from small towns were not aware of the existing features of the car.

The research team also wanted more insights about expectations of internal sales representatives and identify the target customer segment.

Based on the background given above, you are required to answer the following:

Questions:

- (a) What is the real problem to be studied? Explain the problems faced by the manufacturers of Zap car.
- (b) Develop an appropriate marketing research problem that corresponds to your definition of management decision problem.
- (c) What kind of sampling design, would you suggest to identify target customer segment? And Why?

BUSINESS RESEARCH METHODS

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Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 What is the role of research in managerial decision?
OR
- 2 How do you use information technology in your contemporary research?
- 3 What are the steps involved in hypothesis testing? Explain with appropriate flow chart.
OR
- 4 What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples.
- 5 What are the popular types of primary data collection methods? Explain with examples.
OR
- 6 Illustrate the guidelines for construction of questionnaire.
- 7 How does the basic statistical tools such as mean, median, mode, standard deviation, variance are useful in research analysis?
OR
- 8 What is the use of t-test, ANOVA, correlation and regression in research?
- 9 What are the different steps involved in writing the report?
OR
- 10 Explain layout of research reports.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**
India comprises of over 6 lakhs villages and 750 million dwellings in rural areas. The main stay of Indians is agriculture. During the 80s, Indian farmers, especially those who grew tomato on a large scale, encountered a major problem in the area of harvesting. Tomato crop is labour intensive and large scale manpower is required to harvest and transport the product to the market. Though labour was available, the availability of labour at the most appropriate time posed a problem to overcome the non availability of labour, harvesting machines were introduced. Large scale tomato growers were very happy, since they thought that, the machines would sort out their problem. Their happiness was short lived because farmers found that there was a massive wastage of tomatoes while harvesting using these machines.
It was felt that the wastage was due to faulty layout in planting i.e. distance between the rows so, the farmers were asked to follow the guidelines given by the agricultural department to minimize the waste. Despite following these guidelines, farmers could not reduce the wastage.

Contd. in page 2

Subsequently, a joint study was conducted by the agriculture department and farmers, to identify the problem. It was felt that the wastage was due to improper handling of the machines. To overcome this, machine operators were trained in machine handling. Despite this effort, wastage could not be reduced. Government took a series note on of the problem and asked the committee constituted for this purpose to take appropriate steps. The committee reached the conclusion, that harvesting machine needs modification. Based on this the machine was altered and tested. Still the problem could not be solved. As a management student, could you analyze and answer the following issues:

Questions:

- (a) Was the approach to the problem correct? If not state 'What was wrong'?
- (b) Explain the systematic method of defining the problem.
- (c) How would you proceed, to solve the problem?
- (d) List the possible solutions to the tomato growers problem.

Code: 14E00203

MBA II Semester Supplementary Examinations December/January 2017/2018

BUSINESS RESEARCH METHODS

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

Time: 3 hours

Max. Marks: 60

SECTION – A

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

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.

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

- 11 **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.

Code: 14E00203

MBA II Semester Supplementary Examinations December/January 2016/2017

BUSINESS RESEARCH METHODS

(For students admitted in 2014 and 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

1 “Research is much concerned with proper fact finding analysis and evaluation”. Do you agree with this statement? Give reasons in support of your answer.

OR

2 Distinguish between the following:

- (a) Simple hypothesis and composite hypothesis.
- (b) Null hypothesis and alternative hypothesis.

3 What is the research problem? Explain the techniques involved in defining a problem.

OR

4 Describe the basic scales used in research with examples. Describe the process used to generate and validate measuring scales for any research. How do you assess the stability of such scales?

5 Explain different methods used in research to collect primary data. Explain the relevance of each method and the circumstances in which they are used for data collection.

OR

6 What are the steps involved in questionnaire design? Design a questionnaire to study the ethical values of students.

7 Explain how sampling and statistical inference are useful for any research work.

OR

8 Give an overview of descriptive and associational statistical measures.

9 Give the rules for deciding the title of a report. What are the topics usually mentioned in the table of contents? Give the general order of topics followed in preparing research reports.

OR

10 How are results presented in a research report? What is the significance of the discussion section in relation to the results section? How long should a research report be?

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study/Problem:**

What should be the size of the sample if a simple random sample from a population of 4000 items is to be drawn to estimate the percent defective within 2 percent of the true value with 95.5 percent probability? What should be the size of the sample if the population is assumed to be infinite in the given case? (Assume $P = 0.02$).

Code: 14E00203

MBA II Semester Supplementary Examinations December/January 2015/2016

BUSINESS RESEARCH METHODS

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 What do you understand by ethics? Elaborate the ethics in business research.
OR
- 2 Write short notes on: (a) Theory and models. (b) Propositions and hypotheses.
- 3 Write short notes on: (a) Measurement of variables. (b) Likert scale.
OR
- 4 What is research design? Describe the various types of research designs.
- 5 Write a note on: (a) Questionnaire versus schedule. (b) Types of questions.
OR
- 6 What are the sources of data? Enumerate the different methods of collecting data.
- 7 Write brief notes on: (a) Inferential analysis. (b) Factor analysis.
OR
- 8 Briefly explain the following: (a) Chi-square test. (b) Standard deviation and co-efficient of variation.
- 9 What are the components in preliminary pages of a research report? Explain.
OR
- 10 Write short note on: (a) Footnotes and bibliography. (b) Guidelines for preparing a good research report.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

School of management uses the scheme of weights which is shown below for evaluating the assignments given to students.

Question number	1	2	3	4	5
Weight	2	1	3	2	1

Each assignment will have five questions. Each question is evaluated in terms of grade A or B or C or D or E depending on the depth of discussion and correctness of its answer. The numerical equivalents of these grades are 5, 4, 3, 2 and 1 respectively. The minimum grade given to any of the questions is E. For a given student, in a given subject, if the grades given to the answers of the questions 1, 2, 3, 4 and 5 are A, C, D, E and A, respectively.

Find the weighted score and weighted grade of the given subject of that student using the grading scheme shown below:

Weighted score:	<1.5	1.5 – 2.4	2.5 - 3.4	3.5 – 4.4	4.5 – 5.0
Grade:	E	D	C	B	A

Code: 14E00203

MBA II Semester Regular Examinations August 2015

BUSINESS RESEARCH METHODS

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION - A

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

- 1 What is business research? Describe the various types of business research.
OR
- 2 Write short notes on:
(a) Technologies used in business research.
(b) Role of research in managerial decisions.
- 3 Write brief notes on:
(a) Measurement scales.
(b) Case study.
OR
- 4 Describe the steps involved in a research process.
- 5 Write short notes on:
(a) Primary and secondary data.
(b) Types of interview.
OR
- 6 What do you understand by questionnaire? State the guidelines for construction of questionnaire.
- 7 Write brief notes on:
(a) Descriptive analysis.
(b) Testing of hypothesis.
OR
- 8 Briefly explain the following:
(a) Weighted average method and mode.
(b) Correlation versus regression analysis.
- 9 Discuss the contents in the body of the research report.
OR
- 10 Write short note on:
(a) Visual aids.
(b) Executive summary.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

- 11 **Case study:**
A marketing manager wants an attractive packing for brand of toothpaste. The research advisor is suggesting a research using and experimental research design, the marketing manager wonders whether a research is required for this, and if so, is an experimental research design suitable for this purpose.
Questions:
(a) How would you advice the marketing manager?
