

Roll No.

56025

**MBA (2 Year) 2nd Semester (N. S.) 2011
Examination – May, 2012**

BUSINESS RESEARCH METHODS

Paper : MBA-205

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt *eight* short questions from **Section – A** and *four* questions from **Section – B** (*one* question from each unit).

SECTION – A

2 × 8 = 16

1. Highlight the need for business research.
2. What are concepts ? What is their significance in research ?

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3. Which factors affect the sample size ?
4. Does every research need measurement scales ?
5. Differentiate between questionnaire and schedule.
6. What are non-parametric tests ? Why are they called so ?
7. What is discriminant analysis ?
8. What are the principles of writing bibliography ?

SECTION – B

UNIT – I

9. Why do business organizations need research ?
A company, faced with the problem of increasing rate of work force turnover, wants you to conduct a research on this problem. Prepare a blueprint on the research process, you will follow. 16
10. Highlight the importance of problem identification in research. Which should be the major considerations in problem identification ? Explain and illustrate. 16

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(b) Two samples of pigs were taken, first sample pigs were fed on diet A and second sample pigs were fed on diet B. Their respective increase in weights are as given below :

Sample A 10 6 16 17 13 12 8 14 15 9

Sample B 7 13 22 15 12 14 18 8 21 23 10 17

Test the hypothesis that mean increase in weight is more for pigs fed on diet A.

UNIT - IV

15. Discuss in detail the ingredients and construction of research report. 16
16. Write notes on the following : 8, 8
- (i) Factor analysis,
 - (ii) Cluster analysis.

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