

Roll No.

56025

MBA (2 Yrs) 2nd Semester (N.S.) 2011

Examination, May – 2013

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 : Section-A is compulsory. Attempt four questions from Section-B (one from each Unit). All questions carry equal marks.

SECTION – A

1. (a) Discuss the scope of business research. $2 \times 8 = 16$
- (b) Define hypothesis. Why are they developed ?
- (c) What are the advantages and disadvantages of observational method ?

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- (d) Why is random sampling considered better than non random sampling ?
- (e) In research, what and why is measured ?
- (f) Explain the significance of interpretation.
- (g) What is conjoint analysis ?
- (h) What are the principles of preparing references ?

SECTION - B

UNIT - I

- 2. Discuss in detail the need, scope and significance of business research. What are the constraints faced in it? 16
- 3. Differentiate among concept, construct and variable and highlight their role in preparing a research proposal. Do all research proposals involve hypothesing? 16

UNIT - II

- 4. What are the similarities and dissimilarities between experimental and ex-post facto research designs ? Which of the two would you use in a research related to finding the relationship between financial incentives and performance of the work force ? Why ? 16
- 5. Discuss the advantages and limitations of sampling. Taking a hypothetical example, explain the process of multistage sampling method. What are the demerits of this method ? 16

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UNIT – III

6. Which factors should be considered while designing a questionnaire ? Which are the essential components of a questionnaire ? 16
7. Four varieties of rice were grown on each of the four beds of three plots. The outputs (in quintals) are as given below : 16

Plot	Varieties of rice			
	A	B	C	D
I	19	27	30	27
II	24	15	15	18
III	20	23	25	30

Are the mean yields of different varieties significantly different ?

UNIT – IV

8. Highlight the stages involved in preparing research reports. How can the oral presentation be made effective ? 16
9. The following data shows the rice yield (x_1 quintals), fertilisers used (x_2 kgs per acre) and rainfall (x_3 inches). 16

x_1	45	50	55	70	75	75	85
x_2	25	35	45	55	65	75	85
x_3	31	28	32	32	29	27	31

Obtain the regression equation of x_1 or x_2 and x_3 .