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12024

Unit-IV

8. Define the various steps involved in drafting a research report. 16
9. Describe the difference between dependency technique and interdependency techniques. Give examples when would you choose dependency techniques? 16

12024

MBA 2nd Year 2nd Semester CBCS (2016-17)

Examination, May-2018

BUSINESS RESEARCH METHODS

Paper- MBA-16 IMG 22 C4

Time allowed : 3 hours]

[Maximum marks : 80

Note : The question paper is divided in two Sections (A & B). Section-A is comprised of eight questions, 2 marks each. Section-B is comprised of eight questions (2 questions from each unit) All questions carry equal marks.

Section-A

Answer the following questions not more than 50 words each. All questions of this section are compulsory.

8×2=16

1. (a) What do you mean by research ?
- (b) Give two examples of directional hypothesis ?
- (c) Define randomized blocking research design.
- (d) What is Sampling error ?
- (e) Explain two main applications of Pie diagram.

- (f) State different methods of writing bibliography.
- (g) What do you mean by Content validity ?
- (h) Write down the main assumptions of parametric test.

Section-B

Answer any four questions from this section, selecting at least one question from each unit.

Unit-I

2. What is business research ? Discuss main features of business research and its applications in decision making. 16
3. What is the necessity of defining a research problem, explain with suitable example ? 16

Unit-II

4. Explain the different types of Research design. 16
5. Describe condition of good measurement and distinguish between nominal scale and ordinal scale as well as between interval scale and ratio scale. Elaborate with suitable examples. 16

Unit-III

6. A study was conducted to investigate the perception of corporate ethical values among individuals specializing in marketing. Using $\alpha = 0.05$ and the following data was collected on points likert scale (higher score indicate higher ethical values), test for significant differences in perception among three groups. Use seven steps of hypothesis testing. 16

Marketing Manager	Marketing Research	Advertising
6	5	6
5	5	7
4	4	6
5	4	5
6	5	6
4	4	6

7. A man buys 50 LED bulbs of Philips and 50 LED bulbs of Surya. He find that Philips bulbs have an average life of 1500 hours with a standard deviation of 60 hours and Surya bulbs have an average life of 1512 hours with a standard deviation of 80 hours. Is there a significant difference in the mean life of the two makes of bulbs? Use step of hypothesis test. 16