

Roll No. ....

**12024**

**MBA 2 Year 2nd Semester (Old)  
(Re-Appear) Examination – October, 2020**

**BUSINESS RESEARCH METHODS**

**Paper : 16IMG22C4**

*Time : 1.45 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 any *three* questions. All questions carry equal marks.

1. (a) Write the difference between Basic and Applied Research.
- (b) Describe null and alternative hypothesis.
- (c) Explain exploratory research design.
- (d) What are the factors influencing sample size ?
- (e) Write a note on Content Analysis.
- (f) Explain the significance of ANOVA.
- (g) Explain Cluster analysis.
- (h) Write the difference between References and Bibliography.

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2. Describe different types of research and also explain the ingredients of good research.
3. Draft research proposal in the area of Social Media.
4. How validity and reliability of measurement scales is determined ?
5. What is sample design ? Explain the techniques which are used for conducting sample design.
6. What is Kruskal-Wallis H-test ? Explain the applications of this test and also state with an example.
7. A milk producer's union wishes to test whether the preference pattern of consumers for its product is dependent on income levels. A random sample of 500 individuals gives the following data :

Income	Product Preferred			Total
	Product A	Product B	Product C	
Low	170	30	80	280
Medium	50	25	60	135
High	20	10	55	85
Total	240	65	195	500

Can you conclude that preference patterns are independent of income levels ?

8. Write notes on the following :
  - (a) Discriminant analysis
  - (b) Conjoint analysis
9. What do you mean by research report ? Explain the essential elements of research report.

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