

**BUSINESS RESEARCH METHODS**

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**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?

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