

Code: 9E00206

MBA & MBA (Finance) II Semester Supplementary Examinations December/January 2017/2018

BUSINESS RESEARCH METHODS

(For students admitted in 2013, 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Define business research. Illustrate different types of business research with examples.
- 2 Outline the role of business research in managerial decision making.
- 3 What is hypothesis? Demonstrate the procedure for testing of hypothesis.
- 4 State the meaning of research design. Compare and contrast exploratory descriptive and causal research designs.
- 5 Distinguish between structured and unstructured interviews with examples.
- 6 Identify the guidelines available for deciding on the following:
 - (a) Question wording.
 - (b) Form and layout of a questionnaire.
- 7 Explain the procedure of using following statistical tools for data analysis:
 - (a) t-test.
 - (b) ANOVA.
 - (c) Regression.
- 8 List out the components of a research report. Explain each one of them briefly.
