Printed Pages:02 Sub Code: KMB203/KMT203

Paper Id: 270243 Roll No. | | | | | | | | | | |

MBA

(SEM II) THEORY EXAMINATION 2018-19

BUSINESS RESEARCH METHODS

Time: 3 Hours *Total Marks: 100*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. **Attempt *all* questions in brief.** **2 x 10 = 20**

a. What is scatter plot?

b. What is Semantic Differential Scale?

c. What do you mean by business research?

d. What is Type II error?

e. Define extraneous variable used in research design.

f. What is ANOVA?

g. What is the difference between census and survey?

h. Why probability sampling is generally preferred in comparison to non-probability sampling?

i. Define F-test?

j. Define hypothesis?

SECTION B

2. **Attempt any *three* of the following:** **10x3=30**

a. What is research design? Explain various types of research designs and compare them with suitable examples.

b. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reason in support of your answers.

c. What is the meaning of measurement in research? What difference does it make if we measure in terms of nominal, ordinal, internal and ratio scale? Explain them with statistics associated with each type of scale along with relevant examples.

d. Critically exomine the following:
i) Interviews introduce more bias than does the use of questionnaire
ii) Data collection through projective techniques is considered relatively more reliable.

e. Two random samples drawn from two normal populations are:
Sample 1: 20, 16, 26, 27, 23, 22, 18, 24, 25, 19
*Sample 2:*27, 33, 42, 35, 32, 34, 38, 28, 41, 43, 30, 37
Test at 5 per cent whether the two populations have the same variances.

SECTION C

3. **Attempt any *one* part of the following:** **10x1=10**

a. Discuss two probabilities sampling and two non-probability sampling techniques with examples. Is it always necessary to take a probability sample? Justify your answer.

b. "The marketing research process involves a number of interrelated activities which overlap and do not rigidly follow a particuiar sequence." comment.

4. **Attempt any *one* part of the following:** **10x1=10**

a. "Processing of data implies editing, coding, classification and tabuiation". Describe in brief these four operations pointing out the significance of each in context of research study.

b. Design a Questionnaire to study Customer's Satisfaction towards Services provided by State Bank of India. (Make necessary assumptions)

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5. Attempt any *one* part of the following: 10x1=10

a. Suppose a manufacturer of a breakfast food is interested to know the effectiveness of three different types of packaging. He puts each kind of packaged breakfast food into five different stores. He finds that during a given week the number of packages sold were as follows:

Packaging 1: 25, 28, 21, 30, 26
Packaging 2: 27, 25, 25, 33, 30
Packaging 3: 22, 29, 26, 20, 23

The manufacturer would like to know significant differences among the mean values of all the three packaging.

b. The president of the company has asked for a study of the company's pension plan and its comparison to the plans of other firms in the industry. The research team of the company has to submit the report on the given study. Higblight the essential points which the research team should mention in the report.

6. Attempt any *one* part of the following: 10x1=10

a. Draw and explain the classification of various types of research design. Illustrate the relative advantages and disadvantages between the longitudinal and cross-sectional descriptive research designs.

b. From the data given below find:
i) The two regression equations
ii) The coefficient of correlation between marks in Economics and Statistics
iii) the most likely marks in Statistics when the marks in Economics are 30

Marks in Economics:	25	28	35	32	31	36	29	38	34	32
Marks in Statistics:	43	46	49	41	36	32	31	30	33	39

7. Attempt any *one* part of the following: 10x1=10

a. What is the difference between Frequency distribution and Cross-tabulation? Explain using examples

b. Discuss the role of brand research in marketing.

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