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Question Paper Code : X 85168

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020
Second Semester
BA 5202 – BUSINESS RESEARCH METHODS
(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. What do you mean by Business Research ?
2. What characterizes good research ?
3. Define randomized block design.
4. What is sampling error ?
5. What do you mean by Probability sampling ?
6. Define Bibliography.
7. What do you mean by Content validity ?
8. Write down the main assumptions of parametric tests.
9. What are concepts ? What is their significance in research ?
10. How is sample size determined ?

PART – B

(5×13=65 Marks)

11. a) Discuss main features of business research and its applications in decision making.

(OR)

- b) What is the necessity of defining a research problem, explain with suitable example ?

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12. a) Explain the different types of research design.

(OR)

b) Distinguish between nominal and ordinal scale as well as between interval scale and ratio scale. Elaborate with suitable examples.

13. a) Define the various steps involved in drafting a research report.

(OR)

b) Describe the difference between dependency technique and interdependency techniques. Give examples when would you choose dependency techniques.

14. a) What are the steps involved while designing the questionnaire ?

(OR)

b) Write notes on the following :

i) Factor analysis.

(7)

ii) Cluster analysis.

(6)

15. a) Discuss in detail the methods of collecting primary data in business research.

(OR)

b) Role of Theory in Research.

PART – C

(1×15=15 Marks)

16. a) Enumerate and explain about ethics in research and ethical behavior in research.

(OR)

b) A Consumer durable company is planning to launch a new type of Television. The company would like to have information about how consumers select a brand of Television.

i) Identify the Business research objective for the above scenario.

(7)

ii) Prepare a sample questionnaire to collect relevant data from consumers.

(8)
