



Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code : X 90132

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020
Second Semester
BA7207 – BUSINESS RESEARCH METHODS
(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. What is meant by series research ?
2. What are research objectives ?
3. Write the difference between nominal and ordinal scale. Give an example each.
4. What is meant by research design ?
5. What is quota sampling ?
6. What are the advantages of survey method ?
7. What do you mean by one-tailed test and two-tailed test ?
8. Explain briefly about acceptance region and rejection region.
9. State the difference between subjectivity and objectivity.
10. What are the different types of research reports ?

PART – B

(5×13=65 Marks)

11. a) Explain the steps involved in the research process.

(OR)

- b) “The selection of a topic for research is only half a step forward”. Discuss.

X 90132



12. a) Explain in detail the various points of differences between exploratory and causal research design processes.

(OR)

b) What do you mean by scaling ? Write short notes on the following :

i) Semantic differential scale.

(3)

ii) Likert-type scale.

(3)

iii) Arbitrary scale.

(3)

iv) Multidimensional scaling.

(4)

13. a) Discuss the methods of data collection by big business houses in recent times.

(OR)

b) Describe the methods of determining sample size.

14. a) “The procedure of testing hypothesis requires a researcher to adopt several steps”. Describe in brief all such steps.

(OR)

b) What is the significance of using multiple discriminant analysis ? Explain the technical details involved in such a technique.

15. a) Describe the process of report preparation. Discuss the importance of objectivity in writing a Marketing/Finance/Human Resource research report.

(OR)

b) Discuss the importance of language, cauterization, tone and proof reading in a research report preparation.

PART – C

(1×15=15 Marks)

16. a) Explain the various multivariate statistical techniques.

(OR)

b) Discuss the application of statistical software for data analysis.
