

Reg. No. :

Question Paper Code : 10201

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2023.

Second Semester

BA 4205 – BUSINESS RESEARCH METHODS

(Regulations 2021)

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 is exploratory research?
3. Write a note on nominal scale.
4. What do you mean by extraneous variable?
5. What is cluster sampling?
6. What is secondary data?
7. What is qualitative analysis?
8. Write a short note on conjoint analysis.
9. What is subjectivity in research?
10. What do you mean by executive summary?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the key difference between qualitative research and quantitative research.

Or

- (b) Discuss the different types of research hypothesis in detail.

12. (a) Elucidate the experimental research design in detail.

Or

(b) Analyze the validity and reliability of instrument.

13. (a) Explain the steps involved in construction of questionnaire.

Or

(b) Discuss the non-probability sampling methods in detail.

14. (a) Explain the variables used in multivariate analysis.

Or

(b) Elucidate the multidimensional scaling and its significance.

15. (a) Discuss the precautions for writing research report.

Or

(b) Explain the layout of research reports in detail.

PART C — (1 × 15 = 15 marks)

16. (a) From following information find the correlation coefficient between advertisement expenses and sales volume using Karl Pearson's coefficient of correlation method.

Firm :	1	2	3	4	5	6	7	8	9	10
Advertisement Exp. (Rs. In Lakhs) :	11	13	14	16	16	15	15	14	13	13
Sales Volume (Rs. In Lakhs) :	50	50	55	60	65	65	65	60	60	50

Or

(b) Find the two regression equation of X on Y and Y on X from the following data:

X :	10	12	16	11	15	14	20	22
Y :	15	18	23	14	20	17	25	28