

MBA II Semester Regular Examinations, August 2015**BUSINESS RESEARCH METHODS****(Master of Business Administration)****Time : 3 Hours****Max. Marks : 60****Note: Answer All Sections of Questions****All Questions from Section- A are to be answered at one place.****SECTION-A****6×2 = 12M**

1. Mention any two types of Research.
2. What are the different methods of collecting secondary data?
3. Mention any four methods of Non-Probability Sampling.
4. What are the different types of Interview?
5. When do you apply Chi-Square test?
6. List all multivariate analysis.

SECTION-B**3×12 = 36M**

1. a) Explain the Research Process.
(OR)
b) Elucidate the essentials of a good questionnaire.
2. a) Explain the different methods of probability sampling.
(OR)
b) Explain the different principles of good interview.
3. a) An I.Q test was administered to 5 persons before and after they were trained. The results are given below:

Candidates	:	I	II	III	IV	V
I.Q before training:		110	120	123	132	125
I.Q after training	:	120	118	125	136	121

Test whether there is any change in I.Q after the training programme?

(OR)

- b) Kerala traders co. Ltd., wishes to test whether its three salesmen A, B and C tend to make sales of the same size or whether they differ in their selling ability as measured by the average size of their sales. During the last week there have been 14 sale calls – A made 5 calls, B made 4 calls and C made 5 calls. Following are weekly sales record of the three salesmen:

A	B	C
Rs.	Rs.	Rs.
300	600	700
400	300	300
300	300	400
500	400	600
0	-	500

Perform the analysis of variance and draw your conclusions.

SECTION-C

1×12 = 12M

Case Study:

Ms. Joyce Lynn, the owner of a small business (a women's dress boutique), has invited a consultant to tell her how her business is different from similar small businesses within a 60 km radius when respect to use of the most modern computer technology, sales volume, profit margin, and staff training. Indicate how researcher should proceed in this case, that is, determine the following, giving reasons:

1. i) The purpose of the study
ii) The type of investigation
2. i) The extend of researcher interference
ii) The study setting
3. i) The time horizon for the study
ii) The unit of analysis
