C 61135

Name..

Reg. No..

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, MAY/JUNE 2019

(CUCSS)

M.B.A.

BUS 2C 16—BUSINESS RESEARCH METHODS FOR MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.
Each question carries 1 weightage.

1. Define literature review.

2. What is alternate hypothesis ?

3. State the types of research.

4. What is the purpose of research report ?

5. What is T-Test in Business Research ?

6. What do you mean by sampling error ?

(6 × 1 = 6 weightage)

Part B

Answer any four of the following.
Each question carries 3 weightage.

7. Differentiate between probability and non-probability sampling.

8. Briefly explain different secondary data collection methods.

9. What are the essentials of good questionnaire ?

10. What are the steps involved in research process ?

11. Differentiate between qualitative and quantitative research.

12. Explain exploratory research.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any **three** *of the following.*
Each question carries 4 weightage.

13. Explain the different research designs.

14. State the merits and demerits of interview method of data collection.

15. Explain the problems encountered by researchers in India.

16. Consider the following data on supply and price. Determine the correlation Co-efficient between the two variables and interpret the result.

    Supply   :   11   13   17   18   22   24   26   28

    Price   :   25   32   26   25   20   17   11   10

    Determine the correlation co-efficient between the two variables and interpret the result.

17. The scores observed by candidate in a certain test are normally distributed with mean 1000 and standard deviation 200. What per cent of candidates receive scores (i) less than 800, (ii) between 800 and 1200 ? (The area under the curve between $Z = 0$ and $Z = 1$ is 0.34134).

(3 × 4 = 12 weightage)

Part D

Answer the **compulsory** *question.*
6 weightage.

18. Set up an analysis of variance table for the following two-way design results.

    Per Acre Production Data of Wheat

    (In metric tonnes)

Varieties Of Seeds	A	B	C
Varieties of fertilizers			
P	6	5	5
Q	7	5	4
R	3	3	3
S	8	7	4

Also state whether variety differences are significant at 5% level.

(6 weightage)