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Question Paper Code: CMB013



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MBA III Semester End Examinations (Regular) - January, 2018

Regulation: IARE-R16

Business Research Methods

(MASTER OF BUSINESS ADMINISTRATION)

Time: 3 Hours

Max Marks: 70

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

UNIT – I

1. (a) Explain the steps involved in application of scientific method in business research. [7M]
(b) Define inductive and deductive reasoning. Differentiate between inductive and deductive reasoning. [7M]
2. (a) With example for each explain the concept, construct, operational definition and variables. [7M]
(b) With a neat diagram, explain the business research process. [7M]

UNIT – II

3. (a) With an example for each, explain the different methods of observation used in survey method. [7M]
(b) Explain the four basic issues in experimental design. [7M]
4. (a) Define the exploratory research design with the methods used in data collection. Differentiate between exploratory, descriptive and causal research. [7M]
(b) Explain the different types of descriptive research. [7M]

UNIT – III

5. (a) Identify and justify with explanation the sampling techniques for the following situations. [7M]
 - i. A manufacturer of sports equipments is considering marketing a set of mahogany croquet set for serious adult players. The researcher found 2 croquet players and asks them names of other players.
 - ii. The population of interest is in the alphabetical order. Starting with the 8th name, every 9th member thereafter was selected as a member of the sample. The sample, therefore, consisted of numbers 8, 17, 26, 35 and so on.
- (b) What is a questionnaire? Design a questionnaire for determining how students select restaurant using different types of closed-ended questions. [7M]

6. (a) Redmi company wants to find out the satisfaction level of its mobile users. Develop a questionnaire having 5 questions using Likerts scale to determine the satisfaction level of Redmi Note 4 mobile users. [7M]
(b) Discuss the important points to be borne in mind while pretesting the questionnaire. [7M]

UNIT – IV

7. (a) What is Anova? Give example. What is the procedure for conducting one-way. [7M]
(b) Define hypothesis. With an example for each explain the different types of hypothesis. [7M]
8. (a) Define parametric test with an example. Describe the general procedure for conducting t-test. [7M]
(b) Explain the Type I and Type II error with neat diagrams for each. [7M]

UNIT – V

9. (a) Describe the role of pictographs. Explain the bar charts and histograms? What is the relationship between bar charts and histograms? [7M]
(b) Discuss the problems in report writing. [7M]
10. (a) What is the importance of report writing? Explain the mechanics in report writing. [7M]
(b) Explain the guidelines for reading research report. [7M]