

End Semester Examinations - 2015-16 MBA Trimester - May 2016

14MS3013 Business Research Methods

Set B

Time : 3 hrs
Total Marks: 100

1. "A research scholar has to work as a judge and derive the truth and not as a pleader who is only eager to prove his case is favorable". Discuss the statement pointing out the different types of research and objectives of research.
- OR**
2.
 - a. What is the meaning of measurement in research? (5 Marks)
 - b. Explain the usage of these scales by giving examples. (5 Marks)
 - c. What difference does it make whether we measure in terms of nominal, ordinal, interval or ratio scales? (10 Marks)
3.
 - a. Explain briefly between Primary and Secondary data (10 Marks)
 - b. Explain the difference between Cross-Tabulation and Frequency Distribution (10 Marks)
- OR**
4.
 - a. "Review of Literature is considered as the backbone of any research". explain the concept and share the importance of it ? (10 Marks)
 - b. From your knowledge is Data Coding and Data Editing is same/different - Comment (10 marks)
5.
 - a. Describe the general procedure of conducting a T-Test (10 marks)
 - b. Illustrate Z-Test with examples. Also explain its uses and purposes (10 Marks)
- OR**
6. If you are asked to prepare a detailed Research Report on the Student Satisfaction level of Graduating students of an University' What are the components you would underscore? Present a Sample copy of such report
7. Give a detailed account on the Data Collection Sources of Research highlighting merits and demerits of such sources.
- OR**
8. "Report is not just mere recording of things, a systematic decor has to be kept". Bring out the various contents in a research report
9. Distinguish between:
 - a. Convenience and purposive sampling (8 marks)
 - b. Systematic and simple random sampling (8 marks)
 - c. A Social Science researcher is contented with a survey on the reach and viability analysis of series of schemes been launched by Central Government of India in the past six months. What kind of 'sampling design' you would suggest to the researcher facing this huge population scenario? (4 marks)

Wishing you All the Best