Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – April/May – 2017**

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| **Code :** | **16MS3011** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BUSINESS RESEARCH METHODS** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q.  No | Sub Div. | Questions | Course  Outcome | Marks |
| 1 |  | A local supermarket has experienced a decline in units and little change in rupee value sales. Profits have almost vanished. The chief Executive in searching for ways to revitalise the operations was advised to increase the number of hours the market is open for business. He comes to you for advice in structuring a research problem that will provide relevant information for decision making. |  |  |
|  | a. | Define the problem that the supermarket has experienced. | CO1 | 10 |
| b. | Prepare a Research design for the problem. | CO1 | 10 |
| (OR) | | | | |
| 2. |  | Describe in detail the various probability sampling techniques. | CO1 | 20 |
| 3. |  | Describe the various methods of collecting primary data and comment on their relative merits. | CO1 | 20 |
| (OR) | | | | |
| 4. | a. | What are measurement and scaling? | CO1 | 5 |
|  | b. | Discuss the primary scales of measurement and differentiate nominal, ordinal, interval and ratio scales. | CO1 | 15 |
| 5. |  | Distinguish between parametric and non-parametric tests. | CO2 | 20 |
| (OR) | | | | |
| 6. |  | Describe in brief the importance of editing, coding, classification, tabulation and presentation of data in the context of research study. | CO2 | 20 |
| 7. |  | Describe briefly the contents of a Report. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Enumerate the various steps involved in drafting a report. | CO2 | 20 |
|  | | **Compulsory**: |  |  |
| 9. | a. | A university offers PG programmes such as M.E, MBA, MCA etc., The management of the university wishes to learn how they can attract a larger number of students to their PG programmes. Define the business research problem. | CO2 | 3 |
|  | b. | In the above business research problem, list atleast 5 variables that might be investigated to solve the problem. Explain how each variable describe/constitute the business problem? | 5 |
|  | c. | Could all the variables be measured on an interval scale? Explain why? | 2 |
|  | d. | The management of the University is interested in hypothesising and developing a framework relating the 5 variables you have identified with the university’s ability to attract large number of students to the PG programmes. Please help the management in executing this (Please note that the framework and hypothesis should be in consonance with your explanation in question 9b). | 5 |
|  | e. | The management intends to find the simultaneous effect of the 5 variables on the university’s ability to attract students in large numbers. Which technique would you choose to respond to the management’s thinking? Explain the reason. (You may please take cue from your answer to question 9c). | 5 |