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



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **17BC2021** | **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. | Define business research. Explain its importance in modern times. | CO2 | 10 |
| b. | Explain the basic types of business research in detail. | CO2 | 10 |
| **(OR)** | | | | |
| 2. | a. | Explain the various methods used in selecting a sample from the population. | CO2 | 10 |
| b. | Briefly describe the different steps involved in a research process. | CO2 | 10 |
|  |  |  |  |  |
| 3. | a. | Describe briefly the different types of research design. | CO2 | 10 |
| b. | Describe fully the techniques of defining a research problem. | CO2 | 10 |
| **(OR)** | | | | |
| 4. | a. | How do exploratory, descriptive and causal studies differ from each other? | CO4 | 10 |
| b. | Define the term hypothesis. How it is formulated and tested? | CO2 | 5 |
| c. | Explain the procedure for testing hypothesis and its type I and II errors with suitable examples. | CO2 | 5 |
|  |  |  |  |  |
| 5. |  | The frequency table below represents the distribution, according to age of students in a certain class.  Value 19 21 29 48 30  Frequency 50 21 50 22 23  Find the mean, median, and mode for this distribution. | CO3 | 20 |
| **(OR)** | | | | |
| 6. | a. | How would you determine the type of data to be collected? Explain the factors influencing this decision. | CO2 | 10 |
| b. | Differentiate between primary and secondary data. | CO4 | 10 |
|  |  |  |  |  |
| 7. |  | Calculate the coefficient of correlation between X and Y for the following data:  X 5 10 5 11 12 4 3 2 7 1  Y 1 6 2 8 5 1 4 6 5 2 | CO2 | 20 |
| **(OR)** | | | | |
| 8. | a. | “Processing of data implies editing, coding, classification and tabulation” – Discuss. | CO2 | 10 |
| b. | Describe the precautions that the researcher should take while interpreting his findings. | CO4 | 10 |
|  | | **Compulsory**: |  |  |
| 9. |  | “We can teach methods of analysis, yet any extensive research…… requires something equally important: an organization or synthesis which provides the essential structure into which the pieces of analysis fit”. Examine this statement and show how a good research report may be prepared. | CO5 | 20 |