MBA 3rd Semester Examination 2013
Paper - XI
(Business Research Methodology)

Time : 3 Hrs. Full Marks : 80

1. Answer any five questions from the following (each within 50 words) 2×5 = 10

   (a) Define Research.

   (b) What is research design?

   (c) What is socondary data?

   (d) What is nominal scale?

   (e) State any two advantages of 'oral report'.

   (f) What is the full form of ANOVA?

   (g) What is interval scale?

2. Answer any three questions from the following (each within 100-150 words) 4×3 = 12

   (a) Discuss the significance of research in business decision making.

   (b) Discuss the random sampling method.

   (c) Discuss the advantages and disadvantages of case study method.

(d) What is Likert's item analysis scale? Explain.

(e) What is multivariate analysis? Explain.

3. Answer any three questions from the following (each within 200-250 words) $6 \times 3 = 18$

(a) Discuss the conclusive research design.

(b) What is observation method? Discuss different types of observation method. 2+4=6

(c) Discuss the data interpretation process with different scales.

(d) Discuss different steps involved in writing a research report.

(e) What is the square test? Solve the following problem by using Chi square test? 2+4=6

In an organization, the sample of 41 dealers is taken from the normal population. The variance of the annual sales of dealers from the normal population and that of the random sample of 30 dealers are Rs. 90 lakh and Rs. 130 lakh respectively. Complete chi-square statistic and find the probability that the chi square variable is more than the calculated chi-square statistic (expected x^2 value at 40 d.f. is .025)

4. Answer any four questions from the following (limit your answer within 300-400 words) $10 \times 4 = 40$

(a) How do we formulate a research problem? Explain different steps involved in the process. 4+6=10

(b) Discuss different types of sampling process.

(c) What are the different tyeps of scales that we use in research? What is sumantic differential scale? When do we use this scale? Explain with example.

(d) Write short notes on

(i) Factor analysis method 5+5=10

(ii) A N O V A

(e) Discuss the format of a research report. Also explain 'written report' and 'oral report'.

(f) What is the difference between descriptive research and exploratory research? Explain both the research design.

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