KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

MBA 3rd Sem. Examination, 2014

Paper : 11

Business Research Methodology

Time : 3 Hrs. Full Marks : 80

1. Answer any five from the following questions 2×5 = 10
(each within 50 words)
   (a) Define 'Report'.
   (b) Define Descriptive research.
   (c) What is a 'Frequency Table'?
   (d) What do you understand by 'Survey' method of research?
   (e) What is sampling unit?
   (f) What is unstructured interview?
   (g) Define 'Research'.
2. Answer any three from the following questions 4×3 = 12
(each within 100 words)
   (a) Discuss the factors that are responsible for conducting research for manegerial decision making.
   (b) Explain the four different types of data analysing Scales.
   (c) What do you understand by 'Content validity' and 'Criterion related validity'?
   (d) Discuss in detail about data classification process according to attributes.
   (e) Discuss in detail about 'Technical Report'.
3. Answer any three from the following questions 6×3 = 18
(each within 250 words)
   (a) Discuss and explain the different types of research.
   (b) Explain the nature of Research and also explain the application area of research.
   (c) Define 'Factor Analysis'. Also discuss any two advantages and disadvantages of Factor Analysis method.
   (d) Write short note on :
   (i) Explaratory research (ii) Attitude (iii) Analysis of variance
   (e) Discuss in detail the steps involved in writing a Research Report.

4. Answer any four from the following questions 10×4 = 40
(each within 400 words)
   (a) Define Sampling. Discuss in detail the types a sampling that are commonly used for research.
   (b) Define questionnaire and schedule. Also distinguish between questionnaire and schedule.
   (c) What do you understand by 'Observation'? And exlain the different types of Observation Methods.
   (d) A random sample of eight drivers insured with a company and having similiar auto insurance policies was selected. The following table lists their driving experiences (in years) and monthly auto insurence primiums

Driving Experence (in year)	Monthly auto insurance premium (in Rs)
4	63
3	88
12	50
8	70
14	43
7	57
10	41
15	59

   (i) For this data, compute the regression line
   (ii) Calculate the standard error of the estemate
   (iii) Plot the scatter diagram for the above data
   (e) Write short notes (any two)
   (i) Multivariate Analysis
   (ii) Univeriate Analysis
   (iii) Interval Measurement
   (iv) Hypothesis testing
   (v) Standard Deviation
   (f) What is scaling process? What are the different types of scales used in data analysis? Also discuss different types of multiple-item scales used in research.