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58 (BRM)

[16–HRAGDA–M3]

MBA 3rd Semester Exam., 2016

BUSINESS RESEARCH METHODOLOGY

[MBA (S3) 11]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) Define 'technical support'.

(b) What is 'graph'?

(c) Define 'attitude'.

(d) What is 'survey'?

(e) What is 'quota sampling'?

(f) Define 'research'.

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) Write the significance of diagrammatic representation of data in research.

(b) Discuss any two types of data analyzing scales.

(c) Write the essential characteristics of a good schedule.

(d) Discuss any four features of a good research design.

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) Discuss in detail the different types of research. 6

(b) What is correlational analysis? Also discuss the characteristics of Pearson's coefficient of correlation. 2+4=6

(c) What is coding of data? State the significance of coding. 2+4=6

(d) Discuss the advantages and disadvantages of oral reports. 3+3=6

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) Explain the format of a Research Report. Also outline the steps in writing Research Report. 5+5=10

(b) What is meant by 'Questionnaire'? Also outline the differences between questionnaire and schedule. 2+8=10

(c) What is sampling design? Discuss and explain the steps in sampling process. 2+8=10

(d) Discuss the significance of research in business decision making. Also explain the nature and scope of research. 10

(e) The following data give the experience (in years) of machine operators and their performance ratings : 10

Operator	*Experience* (*x*)	*Performance Ratings* (*y*)
1	16	87
2	12	88
3	18	89
4	4	68
5	3	78
6	10	80
7	5	75
8	12	83

(i) For this data, compute the regression line.

(ii) Calculate the coefficient of correlation.

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