

Code :9E00206

M.B.A - II Semester Regular & Supplementary Examinations, August/September 2011
BUSINESS RESEARCH METHODS
(For students admitted in 2009 & 2010 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

1. (a) Explain the concept of business research.
(b) Write about the significance of business research in today's business environment.
(c) What is scientific investigation.
2. (a) "Advancement in technology is enhancing and facilitating researches in many ways" - discuss.
(b) Highlight the Ethical issues in business research.
3. (a) "Defining a Research problem properly and clearly is a crucial part of a research study" - discuss The above statement.
(b) Describe significant characteristics of a good hypothesis in research.
4. (a) What do you mean by scaling in research ?
(b) Describe different scaling techniques pointing out merits and demerits of each.
5. (a) Do you think that taking published statistics at their face value without knowing their limitations is Safe in research why? Why not?
(b) Discuss interview as a technique of data collection.
6. (a) What is Questionnaire ?
(b) How to develop a good Questionnaire ?
(c) What are the limitations of questionnaire in data collection process?
7. (a) What does a measure of central tendency indicate ?
(b) Describe the application of central tendency a statistical tool in data analysis.
8. (a) What is report writing ?
(b) Discuss the layout of a research report covering all relevant points.
