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Name.....

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SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2018

(CUCSS)

M.B.A.

BUS 2C 16—BUSINESS RESEARCH METHODS FOR MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer the following questions.
Each question carries 1 weightage.*

1. What is the importance of problem definition ?
2. Distinguish between null and alternative hypotheses giving suitable examples.
3. What is the meaning of confidence level ?
4. What is meant by standard error ?
5. Distinguish between ordinal and ratio scales.
6. What is judgement sampling ?

(6 × 1 = 6 weightage)

Part B

*Answer any four of the following.
Each question carries 3 weightage.*

7. Distinguish between primary and secondary data.
8. Explain internal consistency as a measure of reliability.
9. When is a frequency table used.
10. Discuss the use of surveys.
11. What is content analysis.
12. Explain the use of likert scale.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three of the following.

Each question carries 4 weightage.

13. Discuss different sampling methods.
14. Explain different types of research designs.
15. From the data given below of 200 persons test whether poverty is independent of residence

	Below poverty line	Above poverty line	Total
Rural	100	40	140
Urban	20	40	60
Total	120	80	200

16. Light bulbs meet the distributor specifications if the mean life is at least 1000 hours. Shipments of bulbs received in the past consistently had a standard deviation of 50 hours and the life can be assumed to be normally distributed. A random sample of 49 bulbs is drawn from an incoming shipment and the sample mean was found to be 955 hours. Determine whether the distributor should keep the shipment or return to the manufacturer?
17. What are the considerations in writing a good research report?

(3 × 4 = 12 weightage)

Part D

Answer the compulsory question.

The question carries 6 weightage.

18. Four salesmen recorded their sales of refrigerator in three seasons as follows. Find out if there is a significant difference in sales by salesmen and by seasons

Seasons	Salesmen				
	A	B	C	D	
Summer	36	36	21	35	128
Winter	28	29	31	32	120
Monsoon	26	28	29	29	112
Salesmen total	90	93	81	96	360

(1 × 6 = 6 weightage)