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C 24234 (Pages : 2) Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2017

(CUCSS)

BUS 2C 16—BUSINESS RESEARCH METHODS FOR MANAGEMENT

(Regular FT—2016 Admissions)

Time : Three Hours Maximum : 36 Weightage

Part A

Answer **all** *questions.*
Each question carries 1 *weightage.*

1. What is the importance of research question ?
2. What is a hypothesis and what are its uses in research ?
3. What is the difference between a one-tailed and a two-tailed test ?
4. Distinguish between nominal and ordinal scales.
5. What are constructs ?
6. What is type 1 error ?

(6 × 1 = 6 weightage)

Part B

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

7. Explain stratified random sampling.
8. Explain discriminant validity.
9. What is content analysis ?
10. What do you mean by coding ?
11. Compare between face to face and telephonic interviews.
12. What is multivariate analysis ?

(4 × 3 = 12 weightage)

Part C

Answer any **three** *of the following.*
Each question carries 4 *weightage.*

13. Explain research process.
14. Compare between mailed questionnaire and telephonic interview.

Turn over

15. From the data given below of 400 persons test whether smoking is independent of gender :

	Smoking	Not smoking	Total
Male	120	120	240
Female	60	100	160
Total	180	220	400

16. A potential buyer of fluorescent lamp bought 50 lamps of each of the two brands namely national lamps and Indian lamps. Upon testing he found that the brand national had a mean life of 1282 hours with a population standard deviation of 80 hours whereas the brand Indian had a mean life of 1208 hours with a population standard deviation of 94 hours. At 5% level of significance can the buyer conclude both the brand have the same mean life?

17. What are the qualities of a good research report ?

(3 × 4 = 12 weightage)

Part D

Answer the **compulsory** *question.*
The question carries 6 *weightage.*

18. Following figures relate to production in kgs of wheat of three varieties of A, B and C in 12 plots :

A	34	36	38		
B	34	33	35	42	
C	38	36	39	39	42

Use ANOVA to test whether there is significant difference in production of 3 varieties. Use 5% level of significance. Will your conclusion differ if 1% level is used ?

(1 × 6 = 6 weightage)