



Reg. No. :

Question Paper Code : 70164

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2019
Second Semester
BA 5202 – BUSINESS RESEARCH METHODS
(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. Highlight the significance of business research.
2. Enumerate the characteristics of research hypothesis.
3. State the purpose of 'Scaling' in research.
4. What is 'instrument' in research design ? Give examples.
5. How the 'experimental data' is collected in business research ?
6. What is 'census method' ? Illustrate the business use.
7. State the importance of data preparation.
8. Compare the qualitative and quantitative data analysis.
9. Highlight the 'concept of report' in business research.
10. What is 'tone' refers to in business research ?

PART – B

(5×13=65 Marks)

11. a) Compare and contrast any 4 types of research using illustrations.
(OR)
b) Explain using example the role of theory in formulating hypothesis for a research of your choice.

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12. a) Explain and compare different types of experimental design.
(OR)
b) Describe the steps involved in the construction of an instrument to carryout the research in the domain of consumer behavior.
13. a) Discuss the issues involved in the construction of a primary data collection tool, with an example.
(OR)
b) How the sample size is calculated for finite and infinite population ? Explain with an example.
14. a) A company observes that when it decreases the prices of its product, there is increase in sales. The observed data is as follows :

Demand	Price
28	8
33	7
38	6
47	5
52	4
56	3
61	2

Fit a regression equation and test the significance of slope and model. Also find goodness of fit.

(OR)

- b) The annual advertising expenditures (in lakhs of rupees) and the corresponding annual sales (in crores of rupees) for the past ten years of a company are given in the table below :

DATA ON ANNUAL EXPENDITURE AND ANNUAL SALES					
Year (i)	Annual Advertising Expenditure (Xi)	Annual Sales (Yi)	Year (i)	Annual Advertising Expenditure (Xi)	Annual Sales (Yi)
1	10	20	6	20	78
2	12	30	7	22	89
3	14	37	8	24	100
4	16	50	9	26	120
5	18	56	10	28	110

Find the correlation coefficient between annual advertising expenditure and annual sales revenue using the basic formula. Also, test the significance of the correlation coefficient at a significance level of 0.05.



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15. a) Detail the ingredients of a research report. State the significance of each components of it.

(OR)

- b) Explain in detail the remedial strategies adopted to curtail unethical practices in business research.

PART – C

(1×15=15 Marks)

16. a) Explain using examples, how the validity and reliability of a research instrument aids in the data collection stage.

(OR)

- b) Discuss how the applications of statistical software for data analysis impact the evolution perspectives in business research ?