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Name *Fatima Noora*.....

Reg. No. *Y.P.A.M.B. 2016*.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2020
(CUCSS)
M.B.A.

BUS 2C 16—BUSINESS RESEARCH METHODS FOR MANAGEMENT
(2016 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part A

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

1. What is the importance of literature review ?
2. What are the different ways of stating hypotheses.?
3. Distinguish between type one error and type two error.
4. Distinguish between nominal and interval scales.
5. What is the meaning of confidence level ?
6. What are variables ?

(6 × 1 = 6 weightage)

Part B

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

7. Explain judgement sampling.
8. Explain test retest reliability.
9. What do you mean by descriptive statistics ?
10. Discuss the use of depth interviews.
11. What is a semantic differential scale ?
12. What are the uses of regression analysis ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three of the following.

Each question carries 4 weightage.

13. Explain business research process.
14. Explain different types of research designs.
15. From the data given below of 300 persons test whether exercising is independent of gender :

	Exercising	Not exercising	Total
Male	70	70	140
Female	60	100	160
Total	130	170	300

16. A certain controlled process produces 15 percent defectives. A supplier of new basic raw material claims that the use of his material would reduce the fraction of defectives. On making a production trial run with the new material it was found that from an output of 400 units 52 were defective. Would you accept the supplier's claim ?
17. What are the considerations in designing a good questionnaire ?

(3 × 4 = 12 weightage)

Part D

Answer the compulsory question.

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	360	360	210	350	1280
Winter	280	290	310	320	1200
Monsoon	260	280	290	290	1120
Salesmen total	900	930	810	960	3600

(1 × 6 = 6 weightage)