C 3721   (Pages : 2)   Name.................................

                                                                    Reg. No.............................

SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, JULY 2021

M.B.A. (CUCSS)

BUS 2C 16—BUSINESS RESEARCH METHODS FOR MANAGEMENT

Time : Three Hours   Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. Define business research.

2. What is qualitative research?

3. Define primary data.

4. What is null hypothesis?

5. What is quota sampling?

6. What do you mean by analysis of data?

(6 × 1 = 6 weightage)

Part B

Answer any four of the following

Each question carries 3 weightage.

7. Differentiate between Type I and Type II error.

8. Briefly explain different primary data collection methods.

9. Write a note on research problem.

10. What is measurement and explain the scales of measurement?

11. What is the importance of literature review?

12. Explain descriptive research.

(4 × 3 = 12 weightage)

Part C

Answer any three of the following.

Each question carries 4 weightage.

13. Narrate different types of research.

14. Discuss the steps involved in designing a questionnaire.

Turn over

15. What are the essentials of good report?

16. A sample of 100 students from GOA University was taken and their average was found to be 116 lbs with a standard deviation of 20 lbs. Could the mean weight of students in the population be 125 pounds?

17. A population is divided into three strata so that $N1 = 5000$, $N2 = 2000$ and $N3 = 3000$. Respective standard deviations are : $s1 = 15$, $s2 = 18$ and $s3 = 5$. How should a sample of size $n = 84$ be allocated to the three strata, if we want optimum allocation using disproportionate sampling design?

$(3 \times 4 = 12$ weightage)

Part D

Answer the **compulsory** *question.*

6 weightage.

18. Set up an analysis of variance table for the following per acre production data for three varieties of wheat, each grown on 4 plots and state if the variety differences are significant at 5% level.

Per acre production data			
Plot of land	Variety of Wheat		
	A	B	C
1	6	5	5
2	7	5	4
3	3	3	3
4	8	7	4

(6 weightage)