D 105297   (Pages : 3)   Name......................................

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

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JULY 2024

(CUCSS)

M.B.A.

BUS 2C 16—BUSINESS RESEARCH METHODS FOR MANAGEMENT

Time : Three Hours   Maximum : 36 Weightage

Answer **all** *the parts.*

Part A

Answer **all** *questions.*

Each question carries 1 *weightage.*

1. Define business opportunity. Give an example.

2. Define business problem and symptoms. Give an example.

3. Give your understanding of a good research design.

4. Is single research design suitable in all research studies ? If not ,why ?

5. What is editing and coding ?

6. What are complex random sampling designs ?

(6 × 1 = 6 weightage)

Part B

Answer any **four** *questions.*

Each question carries 3 *weightage.*

7. Distinguish between Confidence level and significance level.

8. Are you in agreement with the statement ? If so , give reasons:

   "Validity is more critical to measurement than reliability".

9. What do you mean by the power of hypothesis test ?

10. How can hypothesis be measured ? Illustrate with an example.

11. What are the uses of footnotes ?

Turn over

12. A sample of 400 males is found to have a mean height of 67.47 inches. Can it be reasonably regarded as a sample from a large population with a mean height of 67.39 inches and S.D of 1.3 inches ? Teat at 5 % level of significance.

(4 × 3 = 12 weightage)

Part C

Answer any **three** *questions.*
Each question carries 4 *weightage.*

13. Explain the computer applications in report generation ?

14. Discuss the different methods of data collection with their advantages and disadvantages.

15. Explain the significance of a research report and narrate the various steps involved in writing such a report.

16. "A research scholar has to work as judge and derive the truth and not as a pleader who is only eager to prove his case in favour of his plaintiff." Discuss the statement pointing out the objectives of research.

17. Explain the steps in developing a research plan.

(3 × 4 = 12 weightage)

Part D

18. Answer the *compulsory* question (6 weightage) case study :

When salespeople, construction supervisors, managers, and other employees are away from the workplace, many of them carry mobile devices such as laptop computers and PDAs, often containing valuable, private data related to their jobs. Pointsec provides security systems to protect such data. To bring home the vulnerability of mobile devices, Pointsec decided to share information about the number of such devices left behind in taxis.

The research involved conducting a survey of taxi drivers. Staff members at Pointsec's public relations firm called major taxi companies in nine cities in Australia, Denmark, Finland, France, Germany, Norway, Sweden, GreatBritain, and the United States. Each of the co-operating companies put these interviewers in touch with about one hundred drivers. Drivers were asked how many devices of each type-cell phones, PDAs, computers, and so on had been left in their cab over the preceding six months. From these numbers, they came up with the rate of items left behind. Multiplying by the size of taxi fleets in each city the researchers came up with city-by-city numbers : 3.42 cell phones per cab yielded 85,619 cell phones left behind in Chicago, for example. In London the researchers concluded 63,135 cell phones were left in cabs, a startling increase of 71 percent compared to four years earlier.

Questions :

   (a)   Discuss why the sampling method and sample size make these results questionable, even though the numbers were reported as if they were precise.

   (b)   The sample survey method described in the case may have been sufficient as a way to draw attention to the issue of data security. However, if the company were using data on lost mobiles devices to predict demand for a product, accuracy might be more significant. Do you agree ?

   (c)   Imagine that you have been asked to collect data on mobile devices left in cabs, and you wish to be able to report results with a 95 percent confidence level. How can you improve the sample design and select an appropriate sample size ?

(6 × 1 = 6 weightage)