56025

MBA 2Yr. 2nd Sem. (N.S.) 2011

Examination–May, 2015

Business Research Methods

Paper-MBA-205

Time 3 hours   **Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Attempt **four** questions from section-B by selecting **one** question from each unit. Section-A is **compulsory**. All questions carry equal marks.

Section-A

1. Explain the following terms:

   (a) Longitudinal study

   (b) Type I error & Type II error

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(c) Stapel scale

(d) Field editing

(e) Response bias

(f) Sampling frame

(g) Pseudo–research

(h) Dummy variables

Section-B

Unit-I

2. Describe the different steps of research process. Do the stages in research process follow the scientific methods? Illustrate with a suitable example.

3. Define research proposal and also describe the objectives and contents of a research proposal with help of imaginary problem.

Unit-II

4. Describe various types of experimental research designs with suitable examples.

5. What is reliability and validity? How a researcher can handle the issue of reliability and validity for evaluating the good measurement?

Unit-III

6. What is hypothesis testing and differentiate between parametric and non-parametric tests. Also describe how these tests are used in the marketing research?

7. Three groups of five salesman each, were imparted training related to marketing of consumer products by three management institutes. The following table gives the monthly sales (in thousand rupees) made by each of the salesman during the first month after the training:

Institutes	Salesmen					Total
	A	B	C	D	E	
X	67	70	65	71	72	345
Y	73	68	73	70	66	350
Z	61	64	64	67	69	325
Total	201	202	202	208	207	

Set up an analysis of variance table for the above information. Calculate F-coefficients and state whether the three institute's training programmes are equally affected in improving the performance of trainees.

Unit-IV

8. Define the terms 'research report' and explain the technique and importance of oral presentation of research findings. Is only oral presentation sufficient? If not, why?

9. Explain the concept of coefficient of determination and standard error of the estimate in regression model. How autocorrelation is checked?