Is there significant difference in durability of tyres of three brands ?

UNIT-IV

8. Compare and contrast multiple regression and discriminant analysis. Give example for each technique.

9. Describe the characteristics and functions of a research report. Discuss the format of a research report.

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MBA 2 Year 2nd Semester (N.S.) 2011 Examination– May, 2016

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 5 questions in all. Q.No. 1 of Section-A is **compulsory** having eight short questions. Attempt four questions from Section-B (**one** question from each Unit) All questions carry equal marks.

SECTION - A

1. (a) Why should business research be conducted ?

   (b) What are concepts ? What is their relevance in research ?

(c) Highlight the features of diagnostic research.

(d) What is a scale ? Why is it developed ?

(e) Explain the observation method.

(f) Explain the meaning and advantages of coding.

(g) What is conjoint analysis ?

(h) What are the advantages of oral presentation ?

SECTION - B

UNIT - I

2. What is research ? Why should there be any question about the definition of research ? Describe the characteristics of scientific approach.

3. Which factors should be considered while finalising a research proposal ? Is there any difference between research proposal and research problem ?

UNIT - II

4. Explain the meaning and essentials of a research design. How does it help a researcher ?

5. What are the features of semantic differential scale ? How is it constructed ?

UNIT - III

6. Discuss the relative advantages and disadvantages of questionnaire and interview methods.

7. Three brands of tyres A, B and C were tested for durability. A sample of four tyres of each brand was tested and the number of kilometers, until wear out was noted for each tyre. The data, in thousand kilometers, is given in the following matrix :

Observation	Life of Tyres		
	Brand A	Brand B	Brand C
1	26	18	23
2	25	16	19
3	28	17	26
4	12	18	30