

Registration No. :

--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 3

MBA
MGT 206

Second Semester Regular Examination – 2015

BUSINESS RESEARCH METHODS

BRANCH : MBAR

QUESTION CODE : J 475

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 which is compulsory and any **five** from the rest.
The figures in the right-hand margin indicate marks.*



1. Answer the following questions :

2×10

- (a) What is the difference between Explanatory research and Exploratory research ?
- (b) What is the difference between concept and variable ?
- (c) What is the difference between Primary data and Secondary data ?
- (d) Define ratio scale.
- (e) What is the difference between Stratified Sampling and Cluster Sampling ?
- (f) What is table of content ?
- (g) What is Standard Error ?
- (h) Define Type-I and Type-II Error.
- (i) Define Degrees of Freedom. What is the degrees of freedom of a contingency table of n columns and k rows ?
- (j) Define one tailed and two tailed test.

2. What do you mean by research ? Explain its characteristics. Describe different types research.

10

P.T.O.

3. What is research design ? Explain its meaning and significance. Describe briefly the different types of research designs available. 10
4. (a) What are the guiding considerations in the construction of questionnaire? Explain. 5
- (b) Explain the significance of a research report and narrate the various steps involved in writing such a report. 5
5. (a) An advertising company claims that 40% of the people who saw an advertisement put out on the television by the company remembered the name of the product 24 hours after they had seen the show. In a sample survey conducted 24 hours after the show, 152 out of 400 persons remembered the name of the product advertised. Test if the claim of the company can be accepted at a level of significance of 1%. 5
- (b) A courier service advertises that its average delivery time is less than 6 hours for local deliveries. A random sample of 10 for the amount of time this courier takes to deliver packages to an addressee across the town produced the following times (rounded to the nearest hour) : 5
- 7, 3, 4, 6, 10, 5, 6, 4, 3, 8
- Is this evidence sufficient to support the courier claim at 5% level of significance ? 5
6. A certain oil corporation conducts a seismic test on land to asses the possibility of extraction of oil from the land. From the past 200 records, the following test results and oil yields were obtained : 10

Test results	Oil yield frequencies		
	High	Medium	Low
Good	44	22	13
Fair	15	19	26
Bad	5	8	47

Can we say, at 1% significance level, that oil yields and test results are associated ?

7. The following table gives the number of number of units of production per day turned out by four different types of machines :

Employee	Types of Machine			
	M ₁	M ₂	M ₃	M ₄
E ₁	40	36	45	30
E ₂	38	42	50	41
E ₃	36	30	48	35
E ₄	46	47	52	44

Using Analysis of Variance

- test the hypothesis that the mean production is the same for the four machines and
- test the hypothesis that the employees do not differ with respect to mean productivity. Use 5% level of significance.

10

8. Write short notes on any **two** :

5 × 2

- Likert-type scale
- Bibliography and its importance in context of research report
- Multidimensional Scaling.

