2nd Semester Back Examination 2018-19
BUSINESS RESEARCH METHODS
BRANCH : MBA
Max Marks : 100
Time : 3 Hours
Q.CODE : F977

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.
The figures in the right hand margin indicate marks.

Part- I

Q1 **Only Short Answer Type Questions (Answer All-10)** (2 x 10)

a) What are the outlines of a popular report?

b) Define extraneous variable? Give an example.

c) If a sample of size 38 is collected from a finite population of 600.Find out population correction factor.

d) A random sample of size 4 drawn without replacement from a finite population of size 13.If the standard deviation of the population is 8.Find out standard error of the sample mean.

e) What do you mean by R type factor analysis?

f) What do you mean by integrative review?

g) Define consistency editing? Give an example.

h) What do you mean by caption and stub?

i) What do you mean by Yates's correction?

j) What is Semantic Differential scale?

Part- II

Q2 **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** (6 x 8)

a) Before increase in excise duty on tea, 420 persons out of 500 were drinking tea. After increase in excise duty .400 persons out of 600 were drinking tea. Do you think that there is a significant decrease in the consumption of tea after the increase in excise duty? Test at 5% significance level.[Z value=1.64]

b) Out of a sample of 120 persons in a village,76 persons were administered a new drug for preventing influenza and out of them,24 persons were attacked by influenza. Out of those who were not administered the new drug,12 persons were not affected by influenza. Use chi square test for finding out whether the new drug is effective or not.[Chi square value at 5% level for one d.f=3.84]

c) What should be the size of the sample if a simple random sample from a population of 5000 items is to be drawn to estimate the percent defective within 3 percent of true value with 95% probability? What should be the size of the sample if the population is assumed to be infinite in the given case?[Z=1.96]

d) Explain the meaning and significance of a Research design.

e) What do you mean by questionnaire? What are the guidelines for preparation of an questionnaire?

f) Explain utility of factor analysis in research.

g) What is hypothesis? Explain the role of hypothesis in research.

h) Explain different types of research report. What are the precautions for writing Research report?

i) The following are the final examination of marks of three groups of students who were taught computer by three different methods :

       First Method   : 97,87,74,91,88,94

       Second Method   : 85,82,80,72,61,84,79

       Third Method   : 89,67,72,76,79

Use Kruskal-Walli's test at the 0.05 level of significance to the null hypothesis that the three methods are equally effective.[Table value of Chi square at0.05,2df=5.991]

j) The following Ace(A),not ace(N), sequence was observed for tennis player Riley:

NNNNNNANNNAANANANANNANNNNNNNAANANNAA

At the $\dot\alpha$ =0.05 level, perform a **run test** to determine if Riley's ace, not ace sequence is random.[table value Z =1.96]

k) Differentiate between parametric test and non parametric test.

l) How research is used in functional areas of Management?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 *"Processing of data implies editing, coding, classification and tabulation". Describe* in brief these four operations pointing out the significance of each in context of research study. **(16)**

Q4 **a)** The values in one sample 78,60,74,73,48,73,39,46,57,69,38, 53 and 40.In another sample they are 72,53,72,44,40,61,52,32,44,70,41,67 and 53.Test at the 10% level the hypothesis that they come from populations with the same mean. Use U test.[Z value=1.64] **(10)**

    b) Explain the stages involved in presentation of research report. **(6)**

Q5 What is sampling? What are the procedures involved in random sampling with giving advantages and disadvantages and how to determine sample size when population size is not known? **(16)**

Q6 What is research process? Briefly explain the stages of research process. **(16)**