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First Semester

MBA(Business Analytics)Program

END SEMESTER EXAMINATION

November-December 2019

Paper Code MB 103

Paper Title: Business Research Methods

Time: 3 Hours

Max Marks: 60

- Marks carried by each question are indicated after the question.
- Use of scientific calculator is allowed.

Q1. a) Distinguish among an exploratory, descriptive research and causal study. Give suitable example to support your answer. (6 marks)

b) Give your understanding on good research design. Is single research design suitable in all research studies? If not, why? (6 marks)

Q2. a) What are the different methods used for collecting primary data. Discuss its merit over secondary data collection? (6 marks)

b) What is sampling design? Differentiate between probability and non-probability sampling design? (6 marks)

Q3. a) Formulate the problem statement, research objectives and hypotheses (atleast two each) in the following situation:

You are the office manager of a large firm. Your company prides itself on its high-quality customer service. Lately complaints have surfaced that an increased number of incoming calls are being misrouted or dropped. Yesterday when passing by the main reception area, you noticed the receptionist fiddling with his hearing aid. In the process, a call came in and would have gone unanswered if not for your intervention. This particular receptionist had earned an unsatisfactory review three months earlier for tardiness. Your inclination is to urge this 20-year employee to retire or to fire him, if retirement is rejected, but you know the individual is well liked and seen as a fixture in the company. (6 marks)

b) Indicate the type of measurement scale you would use for each of the following characteristics. Why did you choose the scale you did?

- Color of a dishwasher
- Age of a TV
- How many chemist shops are there in your locality?
- Sales of a company
- Choosing a restaurant for dinner
- Occupation

(6 marks)

Q4. Set up an analysis of variance (ANOVA) table for the following per acre production data for three varieties of wheat, each grown on 4 plots and state if the variety differences are significant:

Variety A	6	7	3	8
Variety B	5	5	3	7
Variety C	5	4	3	4

(Given that critical value at $\alpha = 5\%$ is 4.26)

Or

How does a non-parametric test differ from a parametric test? Further, if two research workers classified some people in income groups on the basis of sampling studies. Their results are as follows:

Investigators	Income groups			Total
	Poor	Middle	Rich	
A	160	30	10	200
B	140	120	40	300
Total	300	150	50	500

Show that the sampling technique of at least one research worker is different. (Given that critical value at 5% level of significance is 5.991) (12 marks)

Q5. Write note on any **three** of the following:

- Concept vs Construct
- Pre-experimental design vs Quasi- experimental design
- Validity vs Reliability of the research instrument
- Likert scale vs Guttman scale
- Discriminant Analysis vs Factor Analysis

(4 marks each)