FACULTY OF MANAGEMENT

M.B.A. II – Semester (CBCS) Examination, December 2020

Subject: Business Research Methods

Paper – 203

Time: 2 Hours   **Max. Marks: 80**

PART – A (4x5 = 20 Marks)
[Short Answer Type]

Note: Answer any Four questions.

1 Central Limit Theorem

2 Joint probability

3 Ordinal Scale

4 Type-I error

5 Linear Regression

PART – B (4x15 = 60 Marks)
[Essay Answer Type]

Note: Answer any four questions.

6   Explain about the Research Process.

7 Describe measures of Central Tendency and Dispersion.

8 Define Probability and explain about additive, multiplicative and conditional rules of probability with suitable examples.

9 In a Research Methodology Book, the following frequency mistakes per page were observed. Fit a Poisson distribution.

No. of Mistakes	0	1	2	3	4	5
No. of Pages	620	180	80	60	40	80

10 Describe the basic approaches and methods for merging data from different sources.

11 Explain the Source of Secondary Data.

12 What is Hypothesis Testing/ why is it done? Explain various steps in Hypothesis Testing.

13 A sample of sales in similar shops in two towns are taken for a new product with the following results:

Town	Mean Sales	Variance	Sample Size
A	5	5	5
B	7	3	7

Is there any evidence of difference in sales in the two towns? Use 5 per cent level of significance to test this difference between the means of two samples.

14 Calculate coefficient of correlation from the following data:

X	100	200	300	400	500	600	700
Y	0.3	0.5	0.6	0.8	1.0	1.1	1.3

15 The following table gives the age of cars of a certain make and annual maintenance costs. Obtain the regression equation for costs related to age.

Age of cars in year	2	4	6	8
Maintenance cost in Rs.('00) hundred of Rs.	10	20	25	30

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