**Code No.MB205C**

**METHODIST COLLEGE OF ENGINEERING & TECHNOLOGY**

**(An Autonomous Institution)**

**M.B.A II-Semester (Regular) Examination, September-2023**

**Subject: BUSINESS RESEARCH METHODS**

**Time: 3 hours Max.Marks:60**

**Note: Missing data, if any, maybe suitably assumed.**

**PART-A**

**Answer All the questions.**

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| **Q.No** | **Questions** | **Marks** |  |  |
| **1 a** | **What is Business Research?** | **2** |  |  |
| **b** | **What is Pilot Study? State its Importance.** | **2** |  |  |
| **c** | **What do you mean by Content validity?** | **2** |  |  |
| **d** | **Write about t-test.** | **2** |  |  |
| **e** | **Write about ethics is research.** | **2** |  |  |
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**PART-B**

**Answer Any Five questions**.

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| **Q.No.** |  | **Questions** | **Marks** |  |  |
| **2** | **a** | **What is Research Design? Explain in detail about Exploratory and Descriptive research designs.** | **10** |  |  |
|  |  |  |  |  |
| **3** | **a** | **Define a Questionnaire? Write about the types of questions and the layout of a Questionnaire** | **10** |  |  |
|  |  |  |  |  |
| **4** | **a** | **What do you mean by Scaling. Describe the types of Measurement scales with suitable examples.** | **10** |  |  |
|  |  |  |  |  |
| **5** | **a** | **What do mean by Factor Analysis? State the importance of factor analysis in research with examples.** | **10** |  |  |
|  |  |  |  |  |
| **6** | **a** | **Discuss various types of research reports with suitable examples** | **10** |  |  |
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| **7** | **a** | **What isa Pilot Study. State the importance of Pilot study in Research.** | **10** |  |  |
| **b** | **Explain about the Role of Literature Review in Research.** |  |  |  |
| **8** | **a** | **Explain about comparative scaling techniques in brief.** | **10** |  |  |
| **b** | **Discuss the process of hypothesis testing in brief.** |  |  |  |
| **9** | **a** | **What is hypothesis? Explain characteristics of good hypothesis and**  **different types of hypotheses.**  **What is hypothesis? Explain characteristics of good hypothesis and**  **different types of hypotheses.**  **What is hypothesis? Explain characteristics of good hypothesis and**  **different types of hypotheses.**  **What do you mean by Type-I and Type-II error. Explain their impact on decision making.** | **10** |  |  |
| **b** | **Discuss the layout of a research report covering all relevant points** |  |  |  |

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