

**G 4514**

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2007.

Second Semester

BA 1657 — RESEARCH METHODS IN BUSINESS

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What do you mean by exploratory research?
2. What are the qualities of a good research?
3. What is confounding variable?
4. What is content validity?
5. What do you mean by focus group interview?
6. What is an optimum sample?
7. What is canonical correlation?
8. What is a cluster analysis?
9. What are the guidelines for effective report writing?
10. What are the benefits of recommendations made in the research report?

PART B — (5 × 16 = 80 marks)

11. (a) Describe the procedure for hypothesis testing with a flow diagram.

Or

- (b) Briefly describe the steps in preparing a research design.

12. (a) Briefly explain the types of experimental designs used in marketing.

Or

- (b) Discuss the methods and techniques of attitude measurement.

13. (a) Discuss the methods of data collection by big business houses in recent times.

Or

(b) Discuss interview as a technique of data collection.

14. (a) The following figures, released by the Federal Trade Commission, show the milligrams of tar and nicotine found in 10 brands of cigarettes

Cigarette Brand	Tar Content	Nicotine Content
Viceroy	14	0.9
Marlboro	17	1.1
Chester field	28	1.6
Kool	17	1.3
Kent	16	1.0
Raleigh	13	0.8
Old Gold	24	1.5
Philip Morris	25	1.4
Oasis	18	1.2
Players	31	2.0

Calculate the rank correlation coefficient to measure the degree of relationship between tar and nicotine content in cigarettes.

Or

(b) How do statistical techniques used in management research? Explain.

15. (a) What are the different types of research reports? Explain its contents.

Or

(b) What are the precautions to be observed for writing research reports?