

**Q 6515**

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2006.

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. Differentiate propositions and hypotheses.
2. What are the features of an applied research?
3. What is inferential statistics?
4. What is criterion validity?
5. Mention the various methods of reliability.
6. Describe confidence level and confidence interval.
7. When chain sampling method is preferred?
8. Describe the significance of rank order correlation.
9. In what way canonical correlation is different from product movement correlation?
10. What is a synopsis? Why it should be presented?

PART B — (5 × 16 = 80 marks)

11. A researcher is interested to compare two hotels on the following attributes :  
Convenience of location, friendly personnel and value for money.

- (i) Design a Likert scale to accomplish this task.
- (ii) Design a semantic differential to accomplish this task.

12. (a) When business research is needed? what is its significance in 21st century?

Or

(b) Discuss the hall mark qualities of scientific research. How far these principles are imbibed in business research.

13. (a) Examine the factors affecting the internal and external validity in a lab and field experiment.

Or

(b) In what way observation is a better method than survey? When are they most appropriate? State a few uses of observation.

14. (a) Explain the relevance and uses of factor analysis. In what way SPSS package could be applied?

Or

(b) A study on "Emotional stability and performance in college" produced the following result :

E .S.	GPA
$\bar{X} = 49$	$\bar{Y} = 2.85$
$S_x = 12$	$S_y = 0.50.$

$$r = .36$$

$$N = 60$$

- (i) Find the equation of the regression line of Y on X for the above variables.
  - (ii) Determine the standard error of X and Y.
  - (iii) What proportion of the Total Variation is accounted for by explained variation?
15. (a) Give a detailed account on the integral parts of a research report.

Or

- (b) Explain focus groups. Static and dynamic data collection methods. When each one of them should be used?
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