Z 4514

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 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. Why is business research required?

2. What is causal hypothesis?

3. Differentiate between laboratory and field experiment.

4. Give the different types of scale used in measurement?

5. What is research unit?

6. What are the determinants of sample size?

7. What is data analysis?

8. What is exploratory factor analysis?

9. Why is literature survey required?

10. What is synopsis?

PART B — (5 × 16 = 80 marks)

11. (a) Explain business research as a process in detail with an example.

Or

(b) Consider an example for field experiment in management. Discuss your experiment in detail.

12. (a) Performance of employees of an organization is to be measured. Develop a multidimensional multi-item scaling technique to measure performance.

Or

(b) If the technique developed for the above said purpose is to be tested for its reliability, what methods could be used? Explain in detail.

13. (a) What are the different types of observation used for collecting primary data? Give example for each.

Or

(b) Consider an example for survey research in management. Explain the sampling plan you use for the research.

14. (a) What is discriminant analysis? Why is it used? Explain the analysis in detail with an example from management.

Or

(b) What is multiple linear regression? Consider an example for which this model can be applied. Explain the application of the model in detail.

15. (a) Discuss the components of a research report.

Or

(b) What considerations one has to have to write an effective research report? Discuss. .

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