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Set-02

Code No. 13MBA1012

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)

I MBA II Semester Regular / Supplementary Examinations, April-2016

BUSINESS RESEARCH METHODS

TIME: 3Hours

Max. Marks: 60

Answer any FIVE questions  
All questions carry EQUAL marks  
Question No.8 is Compulsory

1. What are the types of Research? Give a brief account with suitable examples.
2. What are the methods for selecting Telephone Number in Telephone Interview? Explain them in detail.
3. What is a random sample? Discuss the merits and demerits of Census and sample surveys.
4. Discuss the advantages and limitations of Attitude Measurement scales.
5. What are the various steps in the preparation of Research Design?
6. Explain a) Factor analysis and b) Conjoint analysis
7. Explain the importance of a Research Report and state the various steps to be taken in writing such a report.

**8. CASE STUDY:**

The table given below shows the data obtained during outbreak of smallpox:

	Attacked	Not attacked	Total
Vaccinated	31	469	500
Not Vaccinated	185	1315	1500
Total	216	1784	2000

Test the effectiveness of vaccination in preventing the attack from smallpox. Test your result with the help of Chi-square at **5 per cent level of significance**.

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