

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)

I MBA II Semester Regular Examinations, October/November, 2020

BUSINESS RESEARCH METHODS

Time: 3 Hrs

Max. Marks: 60

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

1. “Research is concerned with finding facts, analysis and interpretation.” Do you agree with this statement? Give reasons. **12M**
2. Define Research Problem. Explain the process of identification of research problem. **12M**
3. Define Business Research Design and explain the different types of Research Designs available in research. **12M**
4. What is a questionnaire? Explain the guiding considerations in the construction of a questionnaire? Explain them briefly. **12M**
5. a) Define Hypothesis. Explain Null and Alternative Hypothesis. **6M**
b) Elaborate the different steps involved in Hypothesis Testing **6M**
6. What is multivariate analysis? Explain the classification of multivariate statistical techniques. **12M**
7. a) Explain in brief the concepts of Research Report Writing. **6M**
b) Discuss various types of Research Report **6M**

8. **CASE STUDY:**

12M

Set up an analysis of variance table for the following per acre production data for three varieties of wheat: each grown on 4 plots and state if the variety differences are significant at 5% level. ($F_{\text{tab}} = 4.26$)

Plot of land	Per acre production data		
	Variety of wheat		
	A	B	C
1	6	5	5
2	7	5	4
3	3	3	3
4	8	7	4