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Code: 13MBA1012

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

I MBA II Semester Regular / Supplementary Examinations, July, 2015

BUSINESS RESEARCH METHODS

Time: 3 Hrs

Max Marks: 60

**Answer any Five Questions
All questions carry EQUAL marks
Question No: 8 is compulsory.**

1. Compare and contrast quantitative research with qualitative research.
2. What is meant by data? How many types of data are used in research?
Explain briefly the sources of data.
3. Define Survey research and explain the various types of survey research and the purpose behind them,
4. What is meant by measurement in research ? What is it's purpose ? Explain the four levels of measurement that are commonly used in data analysis.
5. Explain the basic features of formal experimental research design.
6. What is meant by data processing and explain the various stages in such a process.
7. What is meant by data analysis? Explain the role of Statistical Package for Social Sciences(SPSS) in data analysis.

8. CASE STUDY

At a certain date in a large city 400 out of a random sample of 500 men were found to be smokers. After the tax on tobacco had been heavily increased, another random sample of 600 men in the same city included 400 smokers. Was the observed decrease in the proportion of smokers significant? Test at 5 per cent level of significance.
