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ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)
I MBA II Semester Regular & Supplementary Examinations, June-2019

BUSINESS RESEARCH METHODS & COMPANY AND INDUSTRY ANALYSIS

Time: 3 Hrs   Max. Marks: 60

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

1.   Briefly explain the importance and scope of research methodology for
      business solutions

2.   Explain the different types and methods of collecting data. Discuss the
      merits and demerits of collecting data.

3.   Distinguish between a questionnaire and a schedule. What precautions are
      to be considered while preparing questionnaire?

4.   What is the need for research design? state the features of a good research
      design.

5.   Discuss about the guttman scale and likert scale.

6.   Explain the different parametric and nonparametric tests of significance.

7.   Write the steps for documentation of data and the salient features of
      comprehensive report analysis of a company.

8.   **CASE STUDY:**
      There are three main brands 1, 2 and 3 of a certain ice-cream. A sample of 120
      packets sold is examined and formed to be allocated to four groups
      A ,B,C and D

Brand \group	A	B	C	D
1	0	4	8	15
2	5	8	13	6
3	18	19	11	13

      If there is any significance difference in brand preference given table
      value $F=4.26@5\%level$