

AR16

Code: 16MBA2006

SET-2

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)

I MBA II Semester Regular Examinations, JULY-2017

BUSINESS RESEARCH METHODS

Time: 3 Hrs

Max Marks: 60M

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

1. Explain the different steps involved in the research process.
2. Discuss about the guttman scale and likert scale.
3. Explain about tables and graphic presentation of data.
4. Distinguish between parametric and non-parametric tests of hypothesis.
5. Discuss about multivariate analysis in detail.
6. Write and explain the different sources of secondary data collection.
7. Explain about the presentation of research report.
8. CASE STUDY:

A Factory manager wants to check if three machines have different mean delivery times with the final product. He assigns 24 similar executives (8 per machine) to the machines. At the 5% significance level, is there a difference in the mean delivery times for the final product? Analyse using one-way Anova.

Machine Group		Mean Delivery time (in hours)						
1) Machine A (X_1)	7	4	6	8	6	6	2	9
2) Machine B (X_2)	5	5	3	4	4	7	2	2
3) Machine C (X_3)	2	4	7	1	2	1	5	5