

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

**I MBA II Semester Regular & Supplementary Examinations, November-2021**

**BUSINESS RESEARCH METHODS**

**Time: 3 Hrs**

**Max. Marks: 60**

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

1. What is Research? Briefly describe the steps involved in Research Process. **12M**
2. Briefly explain the importance of Research and types of Research. **12M**
3. Define Sampling. Explain the procedure of selecting a simple random sample. Give the merits and demerits of a simple random sample. **12M**
4. a) Explain different scaling techniques? **6M**  
b) What differences does it make whether we measure in terms of Nominal, Ordinal, Ratio and interval scale? Explain. **6M**
5. a) Define Hypothesis. What is Testing of Hypothesis **6M**  
b) Elaborate the different steps involved in Testing of Hypothesis **6M**
6. What is multivariate analysis? Explain different multivariate statistical techniques. **12M**
7. a) Explain in brief the concepts of Research Report Writing. **6M**  
b) Describe the process of Research Report **6M**
8. **CASE STUDY:**  
A company has appointed four salesmen A, B, and C and has observed their sales in three Seasons Summer, winter and Monsoon the figures in (Rs.lakhs) are given in the following table. Perform ANOVA one way to check whether there is any significance between sales of salesman or between sales during different season at 5% level of significance. **12M**

Salesmen			
Seasons	A	B	C
Summer	2	3	4
Winter	4	5	6
Monsoon	6	7	8