

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. What are the steps in research process? Discuss in detail. 12
2. a) Describe briefly non-probability sampling. 6
b) Explain various scaling techniques. 6
3. a) Explain various diagrammatical representation of the data with examples each. 6
b) Explain preparation and presentation of reports. 6
4. Two company's sales are given below: 12

Company A Sales (lakhs)	20	22	18	31	26	23	19	20
Company B Sales (lakhs)	24	27	22	18	28	21	20	17

Is company A and Company B are Equal? Test at 5% significance level.

5. What is report writing? Explain mechanics of report writing, preliminary pages, main body, appendices and oral presentation. 12
6. a) Explain various graphical representation of the data with examples each. 6
b) Explain editing, coding and classification of the data with examples. 6
7. a) Explain the procedure for testing of hypothesis. 6
b) Records of 40 used passenger cars and 40 used pickup trucks (none used commercially) were randomly selected to investigate whether there was any difference in the mean time in years that they were kept by the original owner before being sold. For cars the mean was 5.3 years with standard deviation 2.2 years. For pickup trucks the mean was 7.1 years with standard deviation 3.0 years. Test the hypothesis that there is a difference in the means against the null hypothesis that there is no difference. Use the 1% level of significance. 6
8. **CASE STUDY:** 12
Is gender independent of education level? A random sample of 395 people were surveyed and each person was asked to report the highest education level they obtained. The data that resulted from the survey is summarized in the following table:

	High School	Bachelor's Degree	Master's Degree	Ph. D.	Total
Male	60	54	46	41	201
Female	40	44	53	57	194
Total	100	98	99	98	395

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

**I MBA II Semester Supplementary Examinations, June-2018
BUSINESS RESEARCH METHODS**

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1. a) List and explain the steps of research process? 8M
 b) Distinguish between Pure research and applied research. 4M
2. a) What do you mean by sampling? Discuss probability sampling methods. 6M
 b) Explain the steps in designing a questionnaire. 6M
3. a) What are the principles of good interviewing? And explain each. 6M
 b) Write advantages and disadvantages of Telephone interview in survey research methods. 6M
4. a) Explain various steps involved in procedure of testing of Hypothesis. 6M
 b) When do you apply the t-test and explain the t-test. 6M
5. Write a short note on 12M
 (i) One tailed and two tailed tests.
 (ii) Null Hypothesis and Alternative Hypothesis
 (iii) Level Of Significance and Degrees Of Freedom
6. a) When do you apply ANOVA two way classifications and write the steps involved in it. 6M
 b) Discuss analysis of dependence and interdependence techniques. 6M
7. What are the items in a research report? Explain them in brief. 12M
8. **CASE STUDY:** 12M
 The number of days on which the sales exceeded the targeted sales in Retail shop-I as well as in Retail shop-II of a company follows binomial distribution. The sales manager feels that performance of the Retail shop-I will exceed that of the retail shop-II .To test his intuition , a sample of 110 days ‘ sales records of the Retail shop-I is taken and it is found that on 90 days, the sales exceeded the targeted sales . Similarly, a sample of 130 days’ sales records of the Retail shop-II is taken and it is found that on 112 days, the sales exceeded the targeted sales. Check the intuition of the sales manager at a significance level of 0.05.