

Roll No.:

Paper Code: FT207

IPS Academy, Institute of Business Management and Research, Indore (MP)

(An Autonomous Institute, Established in 1994, Accredited NAAC A++)

Affiliated to Devi Ahilya University Indore (M.P.) India

End Semester Examination – June. 2023

Class/Course/Sem.-MBA (FT) II Sem.

Subject Code: MC-207

Subject –Business Research Methods

[Time: 3 Hour]

[Max. Marks: 60]

Note: Question paper consists of two sections (A and B). Attempt any 4 questions from Section A and each question carries 10 marks. Section B is compulsory and carries 30 marks.

Section A

1. What do you mean by Reporting in Research? Briefly describe the layout of a research report covering all relevant points.

2. a) What is the meaning of measurement in research? What difference does it make whether we measure in terms of nominal, ordinal, interval or ratio scale? Explain giving examples.
b) Are you in agreement with following statement- "Reliable measurement is necessarily a valid measurement"? Explain with reasons.

3. A soft drink manufacturing firm wishes to find out why its sales is declining, in spite of an increase in advertising budget, which includes celebrity endorsement also? Write a research proposal with the following headings:
 - a) Objectives of this Research
 - b) Sample Size
 - c) Sample Design
 - d) Data Collection
 - e) Data Analysis

4. Write short notes on any two of the following:

- a) Content Analysis
- b) Tools for Data Collection
- c) Parametric and Non-Parametric Tests
- d) Variables in Research

5. What do you mean by Research in Business? Explain different steps of Research in Managerial Science. <https://www.pyqonline.com>

6. Explain the concept, need and significance of hypothesis in Social Research. How these hypotheses are tested?

Section B

7. The number of car accidents in a metropolitan city was found as 20, 17, 12, 06, 07, 15, 08, 05, 16 and 14 per month respectively. Check whether these frequencies are in agreement with the belief that occurrence of accidents was the same during the 10 months period. Test at 5% level of significance. (Table Value at 5% level for $v = 9$ is 16.9)

8. Two random samples drawn from two normal populations are:

Sample 1	20	16	26	27	23	22	18	24	25	19		
Sample 2	27	33	42	35	32	34	38	28	41	43	30	37

Test at 5% and 1% level of significance, whether the two population have the same variances.