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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)****MBA I Year II Semester (R16) Regular Examinations May/June 2017****Business Research Methods**

(For Students admitted in 2016 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

1 Define the term technology and discuss the significance of technology in modern research 10M

OR

2 What is information? Discuss the type of information need to run the Business 10M

UNIT-II

3 Indicate the sources of research process. Enumerate the steps of the research process 10M

OR

4 Indicate the main characteristics of a good hypothesis and uses of a hypothesis in various types of research studies 10M

UNIT-III

5 Under what circumstances would you recommend:
(a) A probability sample?
(b) A non-probability sample?
(c) A stratified sample?
(d) A cluster sample? 10M

OR

6 Describe the various steps which are used in designing a questionnaire. Indicate its advantages and limitations. 10M

UNIT-IV

7 Enumerate the important considerations for statistical analysis with special references to parametric statistics and non-parametric statistics 10M

OR

8 What do you mean by measures of central tendency? Name different measures of central Tendency and discuss them in brief. 10M

UNIT-V

9 Briefly discuss the components of research repor 10M

OR

10 Indicate the basis for selecting a statistical technique in analyzing data for educational research. 10M

SECTION – B

(Compulsory Question)

1 x 10 = 10 Marks**11 Case Study**

Prepare a questionnaire to survey engineering student's expectations on education & training requirements.

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