Reg. No:

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)
MBA I Year II Semester Supplementary Examinations Dec 2019
BUSINESS RESEARCH METHODS

Time: 3 hours   **SECTION-A**   Max. Marks: 60

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

UNIT-I

1   What do you mean by scientific investigation and explain them in detail.   **10M**

OR

2   Discuss about the role of business research in managerial decision making in the organization.   **10M**

UNIT-II

3   Define the term "Review of literature", how is it different from traditional meaning? Enumerate the objectives and significance of review of literature.   **10M**

OR

4   Explain the nature and functions of a hypothesis in a research process.   **10M**

UNIT-III

5   Differentiate between questionnaire and schedule. Indicate problems in which these tools are required.   **10M**

OR

6   What is interview and explain the various types of interview methods with their merits and demerits.   **10M**

UNIT-IV

7   Describe the role of statistics and parameters in analysing the data. Illustrate your answer with suitable example.   **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   What do you understand by research report or thesis? Indicate its need and importance in the research work.   **10M**

OR

10   Distinguish between a technical report and popular report.   **10M**

SECTION – B
(Compulsory Question)

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

A researcher wants to know why individuals in Community A have a higher rate of a rare form of cancer when compared to those living in Community B. To find out the reasons for the differences in cancer rates in these two communities, the investigator surveyed residents about their lifestyle, noted the types of businesses that were present in the community and searched medical records. The researcher found that the headquarters for the Toxico Chemical Plant is located in Community A, there is a higher rate of cigarette smoking in this community and residents tended to delay or skip going to the doctor for an annual checkup. In Community B, the largest employer was a department store and on average, residents did not smoke as much as residents from Community A. However, like individuals from Community A, Community B residents tended to delay or skip their annual check-up with their doctor.

Discussion Questions

1. What makes this a descriptive study?

2. Why did the researcher collect information about the lifestyle of community residents?

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