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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR**  
(AUTONOMOUS)  
**MBA I Year II Semester (R18) Regular Examinations May 2019**  
**BUSINESS RESEARCH METHODS**

Time: 3 hours

Max. Marks: 60

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

**UNIT-I**

- 1 What is business research? Explain the importance of business research in managerial decision making. 10M

**OR**

- 2 Define ethics and explain the importance of ethics in business research with suitable examples. 10M

**UNIT-II**

- 3 Give the sources of research problem. How a problem is identified? Enumerate the criteria for the selection of a problem. 10M

**OR**

- 4 Discuss in detail the procedure of hypothesis testing with example of one and two tailed test. 10M

**UNIT-III**

- 5 What do you mean by "Sample Design"? What points should be taken into consideration by a Researcher in developing a sample design for this research project. 10M

**OR**

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

**UNIT-IV**

- 7 What are the statistical techniques which are commonly used in educational research? 10M

**OR**

- 8 How will you differentiate between descriptive statistics and inferential statistics? Describe the important statistical measures often used to summaries the survey/research data. 10M

**UNIT-V**

- 9 Indicate the general format of research report and mention its specific category of each major section of report. 10M

**OR**

- 10 Briefly discuss the components of research report. 10M

**SECTION – B**

(Compulsory Question)

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

A Financial services company is planning to conduct a survey at Chittoor District about investors attitude towards investment in stock market. If you are a research analyst, prepare questionnaire, objectives, methodology and frame hypothesis and write a procedure how you make a decision?

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