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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR  
(AUTONOMOUS)**

**MBA I Year II Semester Supplementary Examinations May-2022**

**BUSINESS RESEARCH METHODS**

Time: 3 hours

Max. Marks: 60

**SECTION – A**

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

**UNIT-I**

- |   |  |    |    |
|---|--|----|----|
| 1 | a Explain the following<br>i) Concept ii)Construct iii)Variables | L1 | 5M |
|   | b Discuss languages of research in detail.                       | L2 | 5M |

**OR**

- |   |  |    |    |
|---|--|----|----|
| 2 | a Define the term 'Research'. Enumerate the characteristics and types of research. | L1 | 5M |
|   | b Explain i)Validity ii)Definition iii)Proposition iv)Hypothesis v)Theory          | L1 | 5M |

**UNIT-II**

- |   |   |    |    |
|---|---|----|----|
| 3 | a Give the sources of research problem. How a problem is identified? Enumerate the criteria for the selection of a problem. | L3 | 5M |
|   | b Discuss in detail the procedure of hypothesis testing with example of one and two tailed tests.                           | L2 | 5M |

**OR**

- |   |  |    |    |
|---|--|----|----|
| 4 | a Define the term 'Review of literature'. How is it different from traditional meaning? Enumerate the objectives and significance of review of literature. | L3 | 5M |
|   | b What do you mean by the term measurement? Explain the characteristics and various types of measurement scale.  | L2 | 5M |

**UNIT-III**

- |   |   |    |    |
|---|---|----|----|
| 5 | a Why probability sampling is generally preferred in comparison to non-probability sampling? Explain the procedure of selecting a simple random sample. | L3 | 5M |
|   | b What are the various methods of collecting research data? Explain their advantages and limitation.  | L1 | 5M |

**OR**

- |   |   |    |    |
|---|---|----|----|
| 6 | a Explain the context of<br>(i) A probability sample.<br>(ii) A non-probability sample.<br>(iii) A stratified sample.<br>(iv) A cluster sample. | L3 | 5M |
|   | b Differentiate between questionnaire and schedule. Indicate problems in which these tools are required.  | L2 | 5M |

**UNIT-IV**

- 7 a Distinguish between parametric statistics and non-parametric statistics. L2 5M  
Indicate their uses in different types of data or researches.
- b What are Mean, Median and Mode and how they are applied as measures of central Tendency and discuss them in brief. L1 5M

**OR**

- 8 a Describe the role of statistics and parameters in analyzing the data. L3 5M  
Illustrate your answer with suitable example.
- b What does a measure of central tendency indicate? Describe the important measures of central tendency pointing out the situation when one measure is considered relatively appropriate in comparison to other measures. L2 5M

**UNIT-V**

- 9 a What do you understand by research report or thesis? Indicate its need and importance in the research work. L3 5M
- b Distinguish between a technical report and popular report. L1 5M

**OR**

- 10 a Indicate the general format of research report and mention its specific category of each major Section of report. L3 5M
- b Briefly discuss the components of research report. L1 5M

**SECTION – B**

(Compulsory Question)

11

1 x 10 = 10 Marks

Fasty food is an Italian based restaurant fast food chain operating in India. It is famous for its continental cuisines. However, the restaurant has incurred a loss in its first two years of operation and is wondering what needs to be done to boost up its sales and to stay alive in the competition in Indian market which is multi-cultured.

Questions:

- i) You are required to discuss research problem in the above case and formulate objectives.
- ii) Design a questionnaire to collect data for the research study.

**\*\*\* END \*\*\***