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

MBA I Year II Semester Regular Examinations October-2020

BUSINESS RESEARCH METHODS

Time: **3 hours**

Max. Marks: **60**

SECTION – A

(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 Explain i) Construct ii) Definition iii) Proposition iv) Hypothesis v) Theory **10M**

UNIT-II

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

OR

- 4 What are the major differences between descriptive and exploratory research designs? **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 Discuss the methods of collecting data. **10M**

UNIT-IV

- 7 Explain the phrase ‘Analysis of Data’ or ‘Treatment of Data’. Indicate the need and importance of data analysis. **10M**

OR

- 8 Describe the role of statistics and parameters in analysing the data. Illustrate your answer with suitable example. **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 Discuss guidelines for preparing a good research report. **10M**

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

A marketing manager wants an attractive packing for brand of toothpaste. The research advisor is suggesting a research using and experimental research design, the marketing manager wonders whether a research is required for this, and if so, is an experimental research design suitable for this purpose.

Questions:

- i. How would you advise the marketing manager?

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