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

MBA I Year II Semester Regular Examinations November-2021

BUSINESS RESEARCH METHODS

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

- 1 a “Research is much concerned with proper fact finding, analysis and evaluation.” L4 5M
How do you justify this statement?
- b What is business research? Explain the characteristics of business research. L1 5M

OR

- 2 a What do you mean by scientific investigation and explain them in detail? L1 5M
- b Explain the steps involved in resolving ethical issues involved in business research. L3 5M

UNIT-II

- 3 a Indicate the sources of research process. Enumerate the steps of the research process. L2 5M
- b What are the major differences between descriptive and exploratory research designs? L2 5M

OR

- 4 a How is a problem stated? Describe the various ways of defining a problem? L4 5M
Discuss characteristics of a good problem and criteria for evaluating a problem.
- b Discuss the various types of research design. L1 5M

UNIT-III

- 5 a How would you differentiate between simple random sampling and complex random sampling designs? Explain clearly giving examples. L3 5M
- b Describe the various steps which are used in designing a questionnaire. Indicate its advantages and limitations. L2 5M

OR

- 6 a Briefly discuss guidelines for the construction of questionnaire. L1 5M
- b Discuss any three methods of primary data collection with advantages and disadvantages. L1 5M

UNIT-IV

- 7 a Differentiate between descriptive statistical analysis and inferential statistical analysis. L2 5M
- b Enumerate the important considerations for statistical analysis with special references to parametric statistics and non-parametric statistics. L1 5M

OR

- 8 a Explain the phrase ‘Analysis of Data’ or ‘Treatment of Data’. Indicate the need and importance of data analysis. L1 5M
- b What do you mean by measures of central tendency? Name different measures of central tendency and discuss them in brief. L1 5M

UNIT-V

- 9 a Indicate the general format of research report and mention its specific category of each major section of report. L3 5M
- b What are the essentials of a good research report? Explain the precautions to be taken while preparing a research report. L2 5M
- OR**
- 10 a Differentiate between bibliography and footnotes or references. Illustrate your answer with examples. L2 5M
- b Discuss the layout of a research report covering all relevant points. L2 5M

SECTION – B

(Compulsory Question)

11

1 x 10 = 10 Marks

Exercise of Demand Forecasting in Marble Eateries, South India-based Marble Eateries, a leading manufacturer of pickles, has been selling its products under the brand name Marble for over the last two decades. Marble Eateries is engaged in the manufacturing and marketing of high quality Indian processed foods such as pickles, spice pastes, instant mixes, etc. Of late, the management of Marble Eateries started facing two problems. The first one is to identify the factors that can increase the sales and the second one is to predict sales for the next year which is not easy. To find out a solution, Marble Eateries has approached a marketing agency, 'Definite Results Research'.

Answer the following questions:

- i. What are your recommendations if you are from 'Definite Results Research'?
- ii. How do you plan the research design for the above demand forecasting?

*** END ***