AM-122

April-2015

4th M.B.A., Integrated

Business Research Methodology

Time : 3 Hours]   **[Max. Marks : 100**

Instructions :   (1)   Statistical tables will be provided on request.
                  (2)   Non programmable scientific calculator can be used.

1.   Explain following (any **two**) :   **20**
     (1)   Why Research is required for any Business ?
     (2)   Explain in detail different types of Research.
     (3)   Steps involved in defining the Research problem.

2.   Explain following (any **two**) :   **20**
     (1)   Classification for Research Design.
     (2)   Factors affecting in Research Design.
     (3)   Explain different types of experimental design.

3.   Explain following (any **two**) :   **20**
     (1)   Explain the different types of measurement scales.
     (2)   Give main criteria for framing questionnaire.
     (3)   Write note on comparative scaling techniques.

4.   Solve following :   **20**
     (1)   Compute a one way ANOVA on the following data to test the hypothesis that all treatment levels are homogeneous. Use 5% level of significance.

Treatments			
1	2	3	4
10	9	12	10
12	7	13	10
15	9	14	13
11	6	14	12

(2) A Manager of a car dealership believes there is a relationship between the number of sales people on duty and the number of cars sold. Suppose the following sample is used to develop a simple regression model to predict the number of cars sold by the number of sales people. Also predict the no. of cars it live sales people on duty.

No. of Cars Sold	No. of Sales People
79	6
64	6
49	4
23	2
52	3

5. Explain following (any **two**) :   **20**

(1) Explain different types of research reports.

(2) Steps involved in report writing.

(3) Which are the main points that a person can keep in mind for doing oral presentation ?

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