

Seat No. : _____

AH-105

April-2016

4th Year M.B.A., Integrated

Business Research Methodology

Time : 3 Hours]

[Max. Marks : 100

1. Explain whether the statements are true or false and give elaborate reasoning for the same. (any **two**) **20**
 - (A) The data for the exploratory research is well defined while that for the conclusive research is more loosely structured so that formal conclusions can be drawn.
 - (B) There is no need to identify variables during problem definition stage as they are used in calculations during inferential statistics.
 - (C) Conclusions are generated as an outcome of deductive reasoning and not inductive reasoning.

2. (A) Write a detailed note on 'Descriptive design and its types' and when they are useful ? **10**
 - (B) Explain the types of Pre-experimental designs and Quasi-experimental designs using the right symbols for showing experimental designs. **10**

OR

Explain in detail the factors affecting the internal validity of an experiment with an example for each.

3. (A) For the following variables, specify which type of measurement scale is used and discuss about the descriptives and inferential testing possible along with other implications. **10**
 - (a) Temperature
 - (b) Which stream of specialization will you opt for ?
Marketing ___ Finance ___ Human Resource ___

(c) Rank the following attributes while purchasing a product. [1-for the 'most important'].

- Price —
- Quality —
- Brand image —
- Convenience of use —
- After sale services —

(d) How many times have you visited any factory located in Gujarat ?

(B) For the given research objective, frame questions based on different comparative and non-comparative scaling techniques. [Atleast use four different types of techniques.] Research objective : To study the reasons for growing popularity of fast food restaurants in Ahmedabad. **10**

4. (A) Write a detailed note on the need for effective documentation of reports. Which are the main types of research reports ? **10**

(B) Describe the structure recommended for report writing with a brief on each of its element. **10**

5. (A) 'Graphs are important for visual presentation of data analysis in research reports'. Elaborate on this statement. Explain which types of graphs are useful for different variables or requirements of data analysis. **10**

(B) The following table gives the number of good and defective parts produced by each of the three shifts in a factory : **10**

Shift	Good	Defective	Total
Day	900	130	1030
Evening	700	170	870
Night	400	200	600
Total	2000	500	2500

Is there any association between the shift and the equality of parts produced ? Use a 0.05 level of significance.

Use appropriate test for the same. Use the log table for required estimates.