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II Semester M.B.A. Examination, June/July 2019
(Scheme : CBCS)
BUSINESS ADMINISTRATION
Business Research Methods

Time : 3 Hours   Max. Marks : 70

Instruction : *Answer all sections.*

SECTION - A

Answer all questions. Each question carries five marks.   [5×5=25]

Q1) Define business opportunity, business problem, and symptoms, Give an example of each as it applies to a university business school.

Q2) Give your understanding of a good research design. Is single research design suitable in all research studies? If not, why?

Q3) How would you differentiate between simple random sampling and complex random sampling designs? Explain clearly giving examples.

Q4) Explain the significance of a research report and narrate the various steps involved in writing such a report.

Q5) Are the following nominal, ordinal, interval or ratio data? Explain your answers.
   (a) Temperatures measured on the Kelvin scale.
   (b) Military ranks.
   (c) Social security numbers.
   (d) Number of passengers on buses from Delhi to Mumbai.
   (e) Code numbers given to the religion of persons attempting suicide.

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SECTION - B

Answer any THREE questions. Each question carries TEN marks.   [3×10=30]

Q6) "A research scholar has to work as a judge and derive the truth and not as a . pleader who is only eager to prove his case in favour of his plaintiff." Discuss the statement pointing out the objectives of research.

Q7) "Empirical research in India in particular creates so many problems for the researchers". State the problems that are usually faced by such researchers.

Q8) Distinguish between the following:
   (1) Statistic and parameter;
   (2) Confidence level and significance level;
   (3) Random sampling and non-random sampling;
   (4) Sampling of attributes and sampling of variables;
   (5) Point estimate and interval estimation.

Q9) a) What do you mean by the power of a hypothesis test? How can it be measured? Describe and illustrate by an example.

   b) A sample of 400 males is found to have a mean height of 67.47 inches. Can it be reasonably regarded as a sample from a large population with a mean height of 67.39 inches and S.D of 1.3 inches? Test at 5% level of significance.

Q10) Are you in agreement with the following statements? If so, give reasons:
   a) Validity is more critical to measurement than reliability.
   b) Stability and equivalence aspects of reliability essentially mean the same thing.
   c) Content validity is the most difficult type of validity to determine.
   d) There is no difference between concept development and concept specification.
   e) Reliable measurement is necessarily a valid measurement.

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<u>**SECTION - C**</u>

(Compulsory)

[1×15=15]

*Q11)*Case STUDY

A decade ago, the talk in business circles was all about the central role of technology, especially the Internet, in the success of new businesses. Some investors seemed eager to back almost any start-up with "dot-com" in its name or its business plan. Although the go-go investment climate of the 1990s seems far away, entrepreneurs still start companies every year, and they are still making their case to the investment community. What business ideas do investors like? Is high-tech still important? Public relations firm Roeder-Johnson Corporation, which specializes in start-up companies and those involved in technology innovation, conducted an online survey into the attitudes of 70 subjects, including venture capitalists, entrepreneurs, journalists, and company analysts 7 the central question was this:

Do you believe that unique technology is crucial to the success of startup companies today?

1.   Rarely

2.   Occasionally

3.   Frequently

4.   Usually

5.   Always

The remainder of the survey asked for reasons why technology is important to start-ups and invited comments from the respondents. In its news release, Roeder-Johnson reported that 91 percent of respondents consider technology to be important at least frequently. The breakdown was 39 percent frequently, 39 percent usually, and 13 percent always. The remaining 9 percent of respondents cited technology as important only occasionally, and none said it is rarely important.

Questions:

1. Evaluate the rating scale used for the question in this survey, Is it balanced? Are the category labels clear? Is the number of categories appropriate?

2. Suggest three ways that Roeder-Johnson could improve this survey without a major cost increase.

3. Based on the information given here, what do you think the research objectives for this survey might have been?

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