

ADITYA ENGINEERING COLLEGE (A)

MBA II Semester End Examinations (Regular), APR 2018

BUSINESS RESEARCH METHODS

Time: 3 hours

Max. Marks: 60

PART – A Answer any FOUR questions

PART – B Compulsory

All Questions Carry Equal Marks

All parts of the questions must be answered at one place only

PART – A

- 1 a “Defining a Research problem properly and clearly is a crucial part of a research study” -discuss CO1 [6M]
- 1 b Discuss What do you mean by hypothesis? Explain the procedure of developing good hypothesis and list out statistical tools available for testing. CO1 [6M]
- 2 a Define Sampling. How will you conduct test pertaining to comparison between Sample mean and population mean? CO2 [6M]
- 2 b Compare and contrast various scaling techniques and show appropriate statistical tools that can be used for analysis. CO2 [6M]
- 3 a What is report writing? Discuss the layout of a research report covering all relevant aspects. CO3 [6M]
- 3 b Discuss about various steps involved in drafting a research report. CO3 [6M]
- 4 a What is Chi-Square test? Explain its importance in statistical analysis. CO4 [6M]
- 4 b Classify parametric and non parametric tests. CO4 [6M]
- 5 a Enumerate and explain the steps in cluster analysis CO5 [6M]
- 5 b Explain the Bivariate and multivariate statistical techniques in detail CO5 [6M]
- 6 a Enumerate and explain about ethics in Research and ethical behavior of research. CO1 [6M]
- 6 b Distinguish between questionnaire and interview schedule CO1 [6M]
- 7 a Explain the different types of Research designs CO2 [6M]
- 7 b Describe the application of ANOVA as a statistical tool in data analysis CO5 [6M]

(P.T.O)

PART - B

8 CASE STUDY [12M]

The ability to come up with business idea can be transformed into a viable business where ideas supported by feasibility and a business plan can be sold to interested investors firms, and interested parties for a lump sum or a management contractor, are as agreed business ideas, if introduce at the right time, when demand for search service are a product introduced by the ideas is expected to surge, can lead to a very profitable business. Business ideas are always available through different sources; however it's the application applied on these ideas, and timing makes all the different in failure or successes.

After discussing some good business ideas, Babu and Hari have decided that their best option is to open a small cafe. They believe that their background and experience in the hospitality industry will help them to succeed. Hari is keen to start up the business straight away and has already found what he things is a good locations. How where, Babu is not sure and won to spend more time researching the market before they commit to anything. Babu can see the benefit in being fully prepared before infesting time and money in to starting the business

Questions:

- a Explain why you think Babu and Hari should conduct market research before starting their business. What could they find out by researching their Market? [6M]
- b Describe some methods the Babu and Hari could use to learn more about the potential customers, competitors and business locations. [6M]

MODEL QUESTION PAPER