

**CODE: 17CE00105**

MBA I Year I Semester Supplementary Examinations, March 2018

**BUSINESS RESEARCH METHODS-I**

Time : 3 hours

Max Marks : 60

**PART-A**

Answer all **five** units (05 × 10 = 50 Marks)

**UNIT-I**

1. What do you mean by business research? Explain the significance of research in business.

OR

2. Define concept and discuss its significance in a research context (I)

**UNIT-II**

3. What are the major ethical issues related to the respondents?

OR

4. State the difference between privacy and confidentiality? And also describe the issues relating to it.

**UNIT-III**

5. Describe various steps involved in research process.

OR

6. Explain the characteristics of good hypothesis.

**UNIT-IV**

7. Describe various types of research designs.

OR

8. What are criteria for good scale? Explain nominal scale, ordinal scale, interval scale and ratio scale.

**UNIT-V**

9. Describe the process of designing a questionnaire, the steps involved, and guidelines at each step.

OR

10. Explain the probabilistic sampling techniques in detail.

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**PART-B**

Compulsory Question. (01 × 10 = 10 Marks)

**11. Case Study:**

Started in 1985, ABC Company is a leading manufacturer of car batteries in the Indian market. Since then, it has been under the charge of Mr. XYZ, the founder-owner of the firm. In 2016, the company decided to go for a diversification by expanding the product line. The new product was batteries for fork-lift trucks. At the same time, Mr. NKR was appointed the Senior Vice President of marketing in the company. However, soon after its successful diversification into fork-lift batteries, the sales in this segment began dropping steadily. Mr. NKR wanted to introduce some radical changes in the advertising and branding of the new business but the proposal was turned down by the old-fashioned Mr. XYZ.

At this juncture in 2009, the firm is losing heavily in the fork-lift batteries business and its market share in car batteries is also on a decline. Mr. ABC has asked Mr. NKR to show a turnaround in the company within a year. What steps should Mr. NKR take to take the company out of its troubles?

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