

CODE: 17CE00105

MBA I Year I Semester Regular Examinations, December 2017

BUSINESS RESEARCH METHODS-I

Time: 3 hours

Max Marks: 60

PART-A

Answer all **five** units ($05 \times 10 = 50$ Marks)

UNIT-I

1. Discuss the types of business Research

OR

2. Explain the significance of Business Research.

UNIT-II

3. Define the term "Research Ethics" ? Discuss the ethical issues related to Rights to Privacy and Confidentiality.

OR

4. Discuss the significance of Technology in Business Research.

UNIT-III

5. What is Research Problem? Discuss how a researcher can identify the research problem.

OR

6. What is Literature Survey? Discuss its purpose.

UNIT-IV

7. What is Research Design? Explain its types.

OR

8. Explain the essential differences among nominal, ordinal, interval and ratio scales?

UNIT-V

9. What is Primary data? Explain the Various methods of Primary data collection.

OR

10. What is Probability Sampling? Explain the various probability sampling methods.

PART-B

Compulsory Question. (01 × 10 = 10 Marks)

11. Case Study:

As a team leader of a student club in a business college, you are aware that some problems among students are rising rapidly. Problems such as unplanned classroom sitting arrangements, close proximity of students in the classroom, not properly attired, not participating in club activities, smart phone use in classroom are contributing to their low academic performance. Your club has decided to conduct a mini research to address the problems within a period of next three months. Assume that you are heading the student team to conduct this research. How would you analyze this situation and define and identify the following issues as a guide in conducting your research?

Questions

- (a) Define the research problem for this study and state the suitable objectives for the study.
- (b) What are the key variable you select to conduct this study? State any two hypotheses based on the above theoretical framework.
