

Code: 9E00206

MBA II Semester Regular & Supplementary Examinations August 2014

BUSINESS RESEARCH METHODS

(For students admitted in 2010, 2011, 2012 and 2013 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 (a) Explain the characteristics of business research.
(b) Compare and contrast induction and deduction with suitable examples.
- 2 (a) Explain the role of internet in business research.
(b) Describe the role of E-mail in business research.
- 3 (a) What is a hypothesis?
(b) Explain various types of hypothesis.
- 4 Explain the major types of experimental research designs.
- 5 (a) What do you mean by secondary data?
(b) Describe the major advantages and disadvantages of secondary data.
- 6 Explain the characteristics of good questionnaire.
- 7 Explain the significance of statistical analysis of research data.
- 8 (a) What are the characteristics of a good research report?
(b) Distinguish between a technical report and a popular report.
