

Code: 9E00206

MBA II Semester Supplementary Examinations, March 2013

**BUSINESS RESEARCH METHODS**

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

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- 1 (a) Define business research.  
(b) Discuss the different types of business research.
- 2 (a) What are the need of information in business?  
(b) Explain the technologies used in business research.
- 3 (a) How do you identify the problem?  
(b) What are the different methods adopted in the case of preliminary data gathering?
- 4 What do you mean by scales? Explain nominal and ordinal scales and rating scales, ranking scales.
- 5 (a) What are the different sources of data?  
(b) Discuss on primary sources of data and secondary sources of data.
- 6 (a) What do you mean by unstructured questionnaire?  
(b) How do you organize the questions?
- 7 What are the stastical measures followed in analysis of data?
- 8 Discuss the different components of research report.

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