MASTER OF BUSINESS ADMINISTRATION (MBAEV)

Term-End Examination

December, 2013

MCN-046 : BUSINESS RESEARCH METHODOLOGY

Time : 3 hours   *Maximum Marks : 100*

Note : (i)   Attempt **any five** questions.

(ii)   All questions carry **equal** marks.

1. (a)   "Clearing, Defining and Identifying a **10**
            Research Problem amounts to half the work
            done". Explain what is meant by the
            statement.
    (b)   Discuss focus group as a technique of **10**
            defining the problem.

2. (a)   What is the rationale in taking a sample **10**
            instead of the census ?
    (b)   Explain sampling and non-sampling errors. **10**

3. Distinguish between comparative and **20**
    non-comparative scaling techniques. Give
    examples where each of these would be most
    appropriate.

4. (a)   Differentiate between simple random **10**
            sampling and stratified sampling.
    (b)   Discuss the importance of writing a **10**
            "Research Methodology" chapter in the
            research report.

5. Consider the following questions as a part of a questionnaire : **4x5=20**
   (a) Give your preference by ranking the following brands of TV.
       [Sony, Panasonic, Toshiba, Phillips]
   (b) I am an avid believer to buy only Indian made products.
       [Strongly agree to strongly disagree]
   (c) Your gender
   (d) You are willing to spend Rs...... for buying a TV. Discuss the different scales for which the above date will be collected.

6. (a) What are differences between Primary and Secondary data ? **10**
   (b) Does primary data always result in Quantitative Information ? Give examples. **10**

7. Identify the rights and Obligations of researchers, clients and subjects of business research. **20**

8. Write short notes on **any two** : **2x10=20**
   (a) Univariate and Bivariate analysis.
   (b) Knowledge Management.
   (c) Role of business research.

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