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MBAH 404

First Semester M.B.A. Degree Examination, January 2017
BUSINESS ADMINISTRATION
Business Research Methods

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

*Sri Dharmasthala Manjunatheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library*

Note : Answer **any two** of the following questions. **Each** question carries **10** marks.
Answer to the question should **not** exceed **five** pages. **(2×10=20)**

1. What are the important concepts relating to research design ? Explain.
2. Briefly describe the different steps involved in a research process.
3. What do you mean by 'Sample Design' ? What points should be taken into consideration by a researcher in sample design for any research project ?

SECTION – B

Note : Answer **any three** of the following questions. **Each** question carries **12** marks.
Answer to the question should **not** exceed **six** pages. **(3×12=36)**

4. What would be the size of the sample if a simple random sample from a population of 4000 items is to be drawn to estimate the percent defective within 2 percent of the true value with 95.5 percent probability ? What would be the size of the sample if the population is assumed to be infinite in the given case ?
5. Ten students are selected at random from a school and their heights are found to be in inches, 50, 52, 52, 53, 55, 56, 57, 58, 58 and 59. In the light of these data, discuss the suggestion that the mean height of the students of the school is 54 inches. You may use 5% level of significance.
6. What is testing of hypothesis ? Explain how it is useful for illustrating a research problem with two examples.

P.T.O.



7. The condition of home and condition of child are given in the following information. Test whether they are independent or not at 1% level of significance.

Condition of child	Condition of Home		Total
	Clean	Dirty	
Clean	70	50	120
Fairly clean	80	20	100
Dirty	35	45	80
Total	185	115	300

8. Explain the meaning of ANOVA. Describe briefly the technique of one way ANOVA and two way ANOVA.

SECTION – C
(Compulsory)

Note : Answer to the question should **not** exceed 6 pages.

(1×14=14)

9. The measurement of the cholesterol was performed in three different laboratories. The first value of each sample came from one laboratory, the second value came from another laboratory and the third value came from a third laboratory. The data is presented below :

Diet food	Laboratory		
	One	Two	Three
Diet Food A	3.6	4.1	4.0
Diet Food B	3.1	3.2	3.9
Diet Food C	3.2	3.5	3.5
Diet Food D	3.5	3.8	3.8

Perform a two way ANOVA using 5 percent level of significance.