



First Semester M.B.A. Degree Examination, January 2018

BUSINESS ADMINISTRATION

Business Research Methods

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

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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. Explain how sampling and statistical inference are useful for any research work.
2. What is Chi-Square test ? Explain the significance in statistical analysis of any research problem with example.
3. What is statistical estimation ? Discuss the categories of estimation.

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. Discuss the relevance and application of probability theory in business decision making. Give suitable examples.
5. A sample of 600 persons selected at random from a large city gives the results that males are 53%. Is there reason to doubt the hypothesis that males and females are in equal numbers in the city ? Use 1% level of significance.
6. The owner of a McDonald fast food outlet has recorded that he could sell between 12 and 15 'MacAloo Burgers' per day. So, he estimates the likely sales and stores them in the refrigerator. The shelf life of these burgers is one day, the cost of preparation is INR 170 and services charges cost INR 50. Using the given below probability distribution find out how many MacAloo burgers should he stock each day in order to minimize his expected loss.

Number of Burgers demanded	12	13	14	15
Probability	0.4	0.3	0.2	0.1



7. Ten young recruits were put through a strenuous physical training programme by the army. Their weights (in kg) were recorded before and after with the following results.

Recruit	1	2	3	4	5	6	7	8	9	10
Weight before	127	195	162	170	143	205	168	175	197	136
Weight after	135	200	160	182	147	200	172	186	194	141

Using 5% level of significance should we conclude that the programme affects the average weight of young recruits.

8. The following table represent the number of units of production per day turned out by 5 different workers using 4 different types of machines.

Workers	Machine types			
	A	B	C	D
1	44	38	47	36
2	46	40	52	43
3	34	36	44	32
4	43	38	46	33
5	38	42	49	39

Test whether the mean productivity is same for different machines and the 5 men differ with respect to mean productivity.

SECTION – C

(Compulsory)

(1×14=14)

9. Yes Bank is engaged in banking business and planning to expand its business even in rural and remote areas. Executive Director of the bank is entrusted to do a study and prepare a research proposal which will help the bank to make business decisions. Assuming that you are in place of Executive Director, how will you prepare the research proposal which will help to the bank to expand its business in rural and remote areas ?