Reg. No.

MBAH 404

I Semester M.B.A. Degree Examination, January 2020

BUSINESS ADMINISTRATION

Business Research Methods

Time : 3 Hours]   [Max. Marks : 70

SECTION – A

(Compulsory)

Answer **any two** of the following questions. Each question carries **10** marks. Answer to each question should not exceed five pages.

(2 × 10 = 20)

1. Discuss the different types of non-probability sampling techniques.

2. Explain the steps involved in research process.

3. Explain the need and features of research designs.

SECTION – B

Answer **any three** of the following questions. Each question carries **12** marks. Answer to each question should not exceed six pages :

(3 × 12 = 36)

4. Explain the layout of business research report.

5. The mean and standard deviation of the wages of 6000 workers engaged in a factory are Rs. 1200 and Rs. 400 respectively. Assuming the distribution to be normal, estimate:

(a) The percentage of workers getting wages above Rs. 1600

(b) Number of workers getting wages between Rs. 600 and Rs.900

(c) Number of workers getting wages between Rs. 1100 and Rs. 1500.

P.T.O.

6. A Consumer durable manufacturing company arranged a special training programme for its employees. The company wants to measure the change in attitude of its employees after the training program. The company selected a random sample of 7 employees. The score obtained by these employees is in the table given below. At a=0.10 can we conclude there is change in the attitude of the employees after the training program.

Employee	1	2	3	4	5	6	7
Score before training	30	29	28	32	27	31	32
Score after training	32	31	29	30	28	30	31

7. A financial consultant is interested in the differences in capital structure within different firm sizes in certain industry. The consultant surveys a group of firms with assets of different amounts and divides the firms into three groups. Each firm is classified according to whether its total debt is greater than stockholders' equity or whether its total debt is less than stockholders' equity. The results of the survey are:

		Asset size of the firm (Rs. in Lakhs)		
		<500	500 to 2000	>2000
Capital Structure	Debt Less than Equity	7	10	8
	Debt More than Equity	10	18	9

    Do the sizes have the same capital structure? Use 10 percent significance level.

8. A tube light producer needs an estimate of bulbs under normal conditions. Suppose he selects at random a sample of 100 bulbs and the following data is collected on their useful life:

    Average life of the bulb: 750 hours.

    Sample Standard deviation: 50 hours.

    Since the producer produces, several thousands of bulbs annually, the producer request you to find interval estimate at 90 percent, 95 percent and 99 percent.

SECTION -C
(Compulsory)

Answer to this question should not exceed 6 pages :   **(1 × 14 = 14)**

9. Use the following data to check the whether there is difference in mean score obtained by different class consumers, use α = 0.05

No.	Service class	Business class	Consultants
1	40	42	38
2	42	43	40
3	43	45	43
4	48	45	44
5	45	48	47
6	44	42	48
7	46	46	45
8	42	44	46

———————————