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MBAH 454

II Semester M.B.A. Degree Examination, November 2023 **BUSINESS ADMINISTRATION Business Research Methods**

Max. Marks: 70 Time: 3 Hours

SECTION - A

Answer any two questions. Each question carries 10 marks. Answer to the $(2\times10=20)$ question should not exceed 5 pages.

- 1. How to develop a research problem? Explain.
- 2. Explain the different types of measurement scales used in research.
- 3. Discuss the different types of sampling methods.

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SECTION - B

Answer any three questions. Each question carries 12 marks. Answer to the question should not exceed 6 pages. $(3 \times 12 = 36)$

- 4. Explain the different qualitative research methods.
- 5. Bring out and explain the outline of business research report.
- 6. The annual salaries of employees in a large company are approximately normally distributed with a mean of ₹ 50,000 and a standard deviation of ₹ 20,000.
 - a) What percent of people earn less than ₹ 40,000 ?
 - b) What percent of people earn between ₹ 45,000 and ₹ 65,000 ?

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- c) What percent of people earn more than ₹ 70,000 ?
- d) What amount of salary corresponds to the 70th percentile?



- 7. An online medicine shop claims that the mean delivery time for medicines is less than 120 minutes with a standard deviation of 30 minutes. Is there enough evidence to support this claim at a 0.05 significance level if 49 orders were examined with a mean of 100 minutes?
- 8. Test whether gender has anything to do with political party preference at 5 percent level of significance. You poll 420 voters in a simple random sample to find out which political party they prefer. The results of the survey are shown in the table below:

	Republican	Democrat	Independent	Total
Male	100	70	30	200
Female	140	60	20	220
Total	240	130	50	420
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Answer to the question should not exceed 6 pages.

 $(1 \times 14 = 14)$

Three types of fertilizers are used on three groups of plants for 6 weeks.
You are required to check if there is a difference in the mean growth of each group. Use 0.05 significant level to test the hypothesis.

		1160		
Fertilizer 1	Fertilizer 2			Fertilizer 3
6		8		13
8		12		9
4		9		11
5		11	4: 4	8
3		6		7
4		8		12