

Second Semester MBA Degree Examination, Nov/Dec 2024

Business Administration

MBAH: 454: Business Research Methods

Time: 3 Hours

Max. Marks: 70

Section -A

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

1. What is research design? Explain the different types of research design.
2. Describe the precautions for writing research report.
3. How to develop a sample design? Explain.

Section-B

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

4. Explain the steps involved in the data processing cycle.
5. Describe the distinctive methods of quantitative research methods.
6. The speeds of cars are measured using a radar unit, on a motorway. The speeds are normally distributed with a mean of 90 km/hr and a standard deviation of 10 km/hr.
 - a. What is the probability that a car selected at chance is moving at more than 100 km/hr?
 - b. What is the probability of a car moving above 80 km/hr?
 - c. What number of km/hr corresponds to the 40th percentile?
7. A math teacher wants to determine the effectiveness of her statistics lesson and gives a pre-test and a post-test to 9 students in her class. Test whether the lesson had an effect on student achievement at 5 percent level of significance?

Student	Pre-Test Score	Post Test Score
1	78	80
2	67	69
3	56	70
4	78	79
5	96	96
6	82	84
7	84	88
8	90	92
9	87	92

8. A random sample of 395 people was surveyed and each person was asked to report the highest education level they obtained. The data that resulted from the survey is summarized in the following table:

	High School	Bachelors	Masters	Ph.d.	Total
Female	60	54	46	41	201
Male	40	44	53	57	194
Total	100	98	99	98	395

Are gender and education level dependent at 5% level of significance?

Section – C

Answer to the question should not exceed 6 pages. (1 x 14 = 14)

9. The table below gives the time taken, in hours, by twelve marathon competitors to complete the course, together with their type of occupation and training method used.

Training methods	Types of occupation		
	Office worker	Manual worker	Professional sportsperson
A	5.7	2.9	3.6
B	4.5	4.8	2.4
C	3.9	3.3	2.6
D	6.1	5.1	2.7

Test at 5 percent level of significance, for difference between types of occupation and between training methods.
