

**Second Semester MBA Degree Examination, Nov/Dec 2024**  
**BUSINESS ADMINISTRATION**  
**Business Research Methods**

Time: 3Hours

Max. Marks: 70

**Section - A**

Answer any two questions. Each Question carries 10 marks. Answer to the question should not exceed 5 pages  
 (2X10=20)

1. Elaborate the importance of Business Research in managerial decision making.
2. What is Survey Research? How is it different from Observation Research?
3. Give the Sources of research problem. How a problem is identified? Enumerate the criteria for the selection problem

College of Business Management, Mangaluru  
 Post Graduate Centre for Management  
 Studies and Research Library

**Section – B**

Answer any three questions. Each Question carries 12 marks. Answer to the question should not exceed 6 pages  
 (3X12=36)

4. Critically examine the different qualitative research methods.
5. What are the major components of a research proposal? How does a research proposal assist the researcher?
6. In a Test given to two groups of students, the marks obtained are as follow:

First group	18	20	36	50	49	36	34	49	41
Second group	29	28	26	35	30	44	46	-	-

Examine the significance of the difference between the arithmetic mean of the marks secured by the students of the above groups.

7. The income of a group of 10,000 persons was found to be normally distributed with mean Rs.1750 p.m. and standard deviation Rs.50. Show that of this group 95% had income exceeding Rs.1668 and only 5 per cent had income exceeding Rs.1832. what was the lowest income among the richest 100?

8. The following table gives the number of good and defective parts produced by each of the three shifts in factory

Shift	Good	Defective	Total
Day	900	130	1030
Evening	700	170	870
Night	400	200	600
<b>Total</b>	<b>2000</b>	<b>500</b>	<b>2500</b>

Is there any association between the shift and the equality of the parts produced?

**Section - C**  
**(Compulsory)**

Answer to this question should not exceed 6 pages

(1X14=14)

9. The following table presents the number of the defective pieces produced by three women operating in turn on three different machines:

	Machine 1	Machine 2	Machine 3
Workman 1	27	34	23
Workman 2	29	32	25
Workman 3	22	30	22

Conduct two-way ANOVA to test at 5 percent level of significance, whether:

- i. The difference among the means obtained for the three workmen can be attributed to chance.
- ii. The difference among the means obtained for the three machines can be attributed to chance.

---

Sri Dharmasree Institute of Technology  
College of Business Management, Mangalore  
Post Graduate Centre for Management  
Studies and Research Library