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Question Paper Code : BS2014

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2017.

Second Semester

DBA 1657 — RESEARCH METHODS IN BUSINESS

(Regulations 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is scientific research?
2. Why is hypothesis central to research?
3. Explain the concept of variable validity.
4. What is the impact of unreliable variables on research results?
5. When is the use of questionnaire recommended in research?
6. What is the problem caused by insufficient sample size?
7. How will you measure the accuracy of a regression equation?
8. How will you measure the accuracy of factor analysis?
9. Name two types of reports used in research.
10. Give four features of a good report.

PART B — (5 × 16 = 80 marks)

11. (a) List out and explain the steps involved in the research process.

Or

- (b) Explain the various building blocks of research.

12. (a) Describe the various scales used in research.

Or

- (b) Explain the various factors affecting internal and external validity of variables.

13. (a) Explain the use of focus groups to collect research data.

Or

(b) Explain the guidelines for designing a questionnaire.

14. (a) When is Factor analysis used? What are the statistical outputs associated with factor analysis?

Or

(b) When is regression used? What are the statistics used with regression?

15. (a) Explain the various parts of a research report.

Or

(b) You have been asked to research setting up a roadside hotel. Design a questionnaire to find out the prospects of proceeding with the venture.
