

Reg. No.

MBA (FT II/PT IV) Degree Semester End Semester Examination- June, 2022
21-371-0206/20-372-0401: Business Research Methods
 (Regular)

Time: 3 Hours

Max Marks: 50

Course Outcomes: - On completion of the course, the student will be able to:

CO1	Define various concepts & terms associated with scientific business research.
CO2	Understand measurement scales & attitude scaling techniques and their application in the context of business research.
CO3	Apply appropriate research designs, sampling and sample size determination techniques to contemporary business research problems.
CO4	Analyse and represent quantitative data and derive actionable inferences from a decision making perspective.
CO5	Evaluate statistical test outcomes through hypotheses formulation using various data collection instruments in business research
CO6	Formulate alternative research designs for real life business research problems while judging the pros and cons of each design for research proposal preparation.

BL – Bloom's Taxonomy : (L1- Remember, L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

PART A

(Answer ALL questions. Each question carries 2 marks)

Q. Nos	Questions	Marks	BL	CO
1	Define Business Research with an example	2	1	1
2	State the methods of measuring correlation.	2	2	2
3	Identify one business research problem that could be relevant to Kochi Metro Rail Limited	2	3	3
4	Distinguish between convenience sampling and judgmental sampling.	2	2	2
5	As an HR manager, you want to assess the training needs of 9000 full time employees in your company. You examine the employee records available with the HR department and use a computer program to randomly generate 400 numbers. The employees corresponding to these numbers are sampled. Interpret the sampling method used.	2	3	3

(5x2=10 marks)

PART B
(Answer ANY FIVE Questions. Each question carries 4 marks)

Q. Nos	Questions	Marks	BL	CO
6	Differentiate between tests of association, tests of difference and tests of dependence with the help of examples.	4	4	4
7	A fast-food restaurant chain located in Kochi, have their sales growing very slowly for the last two years. Management has decided to add new items to the menu, but first they want to know more about their customers and their preference. (i) List two research hypotheses. (ii) Suggest an appropriate research design with reason.	4	4	5
8	Construct a semantic differential scale to assess the attributes of a particular brand of coffee or tea.	4	4	5
9	Interpret the scales used in the following scenarios: (i) Telephone number of customers of a supermarket (ii) Marks scored by students in an examination (iv) Blood pressure of a living human being (v) Ranks of students in an MBA batch	4	3	2
10	A researcher would like to explore the shopping behaviour of Keralite during the pandemic. He uses the telephone directory as sampling frame for the study. Comment on the choice of sampling frame.	4	4	3
11	Differentiate between the various projective techniques.	4	2	2
12	Explain how poor research design leads to subsequent errors in analysis.	4	3	4

(5x4=20 marks)

PART C
(Answer ANY TWO questions. Each question carries 10 marks)

Q. Nos	Questions	Marks	BL	CO
13	A production manager is concerned about the low output levels of his employees. The articles that he has read on job performance frequently mention four variables as being important to job performance namely skills required for the job, rewards, motivation and satisfaction. In several of the articles it was also indicated that only if the rewards were attractive to the recipients did motivation, satisfaction, and job performance increase, not otherwise. Given this situation: (i) Define the problem. (ii) Create a model in the form of a diagram. (iii) Develop at least four hypotheses.	10	4	6
14	Illustrate an apt template for writing research reports.	10	3	6
15	A production manager wants to assess the reactions of blue-collar workers in his department (including foremen) to the introduction of computer-integrated manufacturing (CIM) systems. He is particularly interested to know how they perceive the effects of CIM on their career advancement possibilities, job security and also assess incremental training requirements. Design a questionnaire for the production manager.	10	6	6

(2x10=20 marks)

L1 - 3%, L2- 12%, L3 - 32%, L4- 38%, L5-0%, L6-15%
