

Code: 9E00206

MBA II Semester Supplementary Examinations February 2014

BUSINESS RESEARCH METHODS

(For students admitted in 2010, 2011 and 2012 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Explain the role of research in management with suitable examples.
- 2 Describe the role of ethics in business research.
- 3 (a) What is a research problem?
(b) Explain the various components of a sound research problem with suitable examples.
- 4 (a) What is test - retest reliability?
(b) What problems can be faced by the researchers by using the test-retest reliability measure?
- 5 (a) What is secondary data?
(b) How can one establish the authenticity of information collected by secondary sources?
- 6 (a) What is a questionnaire?
(b) Explain the advantages and disadvantages of the questionnaire method of data collection.
- 7 Explain the applications of factor analysis.
- 8 What are the guidelines for effectively presenting the research results through oral presentation?
