

Code :9E00206

MBA II Semester Supplementary Examinations, January 2011
BUSINESS RESEARCH METHODS
(For students admitted in 2009-2010 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

1. Define business research. What are various types of business research? Explain in detail.
2. Write a detailed note on the role of business research in managerial decision making.
3. Discuss the concepts
 - (a) Hypothesis
 - (b) Literature survey
 - (c) Problem identification
4. Classify research design with suitable examples.
5. What are the tools used for collecting data? Explain in brief.
6. "Processing of data implies editing coding, classification and tabulation". Describe in brief these four operations pointing out the significance of each in the context of a research study.
7. What are the guidelines for construction of questionnaires? Explain in detail.
8. What is a research report? As a good researcher, state the precautions that you take while writing a business research report.
