

**D 3TD002R**

Reg. No. \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**THIRD TRIMESTER MBA DEGREE EXAMINATION APRIL 2017**

**MBA 34 BUSINESS RESEARCH METHODS**

Max. Marks: 30

Duration: 90 minutes

*(statistical data tables and scientific calculators permitted in the examination)*

**Part A**

**Answer all questions. Each question carries 2 marks**

1. Distinguish between Fundamental Research and Applied Research
2. List a few applications of Research in Marketing and HR area.
3. Explain Likert scale with an example.
4. Distinguish between Probability and Non-Probability sampling techniques.

(4x2 marks = 8 marks)

**Part B**

**Answer any 2 questions. Each question carries 6 marks**

5. a. Explain the various stages in Research process with the help of a diagram. (4 marks)  
b. Mention any four types of questions used in a Research Questionnaire. (2 marks)
6. a. An Economist wants to study the average monthly spending on food items by families. From past data he finds that the Standard Deviation of population is Rs. 30. He wants to predict the results with 95% confidence level and a permissible error of Rs. 7. Find the Sample size required for this study. (Z value corresponding to 95% confidence level is 1.96.) (4 marks)  
b. What is Reliability and Validity of a measurement scale? (2 marks)
7. a. Explain 4 types of Measurement scales. (4 marks)  
b. What are the Projective techniques used in data collection? (2 marks)

(2x6 marks = 12 marks)

**Part C**

**Compulsory question, the question carries 10 marks**

8. A Marketing manager wants to study the relation between Gender of customers and Choice of colour of a product. He wants to adopt a suitable research design for the study and do a statistical analysis of the data.
  - a. Mention the type of Research designs and suggest a suitable Research design for this study. (4 marks)
  - b. Explain the process of Chi<sup>2</sup> test to test the Hypothesis that Gender and choice of Colour are Independent. (6 marks).