

C-4032

Sub. Code

31021

M.B.A. DEGREE EXAMINATION
INDUSTRY INTEGRATED
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Second Semester
BUSINESS RESEARCH METHODS
(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by non-probability sampling methods?
2. What is pre-test?
3. What is quota sampling?
4. What is sample size?
5. What are type I and type II errors?
6. What is linear correlation?
7. What is ANOVA?
8. What do you understand cluster analysis?
9. What is conjoint analysis?
10. What are the statistical packages available for analysis the data?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the features of a good research design?

Or

- (b) Write note on
(i) Stratified random sampling
(ii) Show ball sampling.

12. (a) Explain in detail different types of scales used in social science research.

Or

- (b) How do diagrams assist data analysis.

13. (a) What are the advantages of non – parametric tests?

Or

- (b) What is research design? How would you classify the research design?

14. (a) Explain in detail

- (i) Component matrix
(ii) Transformation matrix.

Or

- (b) What are the limitations of factor analysis?

15. (a) What are the major clustering approaches?

Or

- (b) Explain
(i) Choice-based conjoint
(ii) Adaptive conjoint analysis.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) How do you formulation of the research design?

Or

- (b) What are the techniques used for developing scale construction in social science research?

17. (a) What are the advantages and limitations of questionnaire and that of a schedule.

Or

- (b) Explain in detail

(i) Purity

(ii) Rand index

(iii) F-measure.

18. (a) What is regression analysis? What are its uses?

Or

- (b) How do you evaluate internal and external evaluation in Custer analysis?
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