

**C-6434**

**Sub. Code**

**31021**

**M.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Second Semester**

**Industry Integrated**

**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 probability sampling method?
2. What is scaling?
3. What do you mean by pilot study.
4. What is sampling error?
5. What is pictorial representation?
6. What do you mean by critical values?
7. What is hypothesis testing?
8. What is partial correlation?
9. What do you understand conjoint analysis?
10. What is factor analysis?

**Part B**

(5 × 5 = 25)

Answer all questions.

11. (a) What are the factors affecting research design?  
Or  
(b) Write note on :  
(i) cluster sampling  
(ii) quota sampling.
12. (a) Distinguish between a pilot study and pre-testing.  
Or  
(b) What are the advantages of tabulation?
13. (a) Discuss the uses of Z-Test, F-Test and t-Test.  
Or  
(b) What are the difference between correlation and regression analysis?
14. (a) What are the basic concepts of clustering?  
Or  
(b) Write note on :  
(i) Attributes  
(ii) Levels  
(iii) Relative importance  
(iv) Market share simulation.
15. (a) How do you evaluate and assessment of clustering results?  
Or  
(b) When and how to use conjoint analysis?

**Part C**

(3 × 10 = 30)

Answer all questions.

16. (a) What are the major steps involved in the process of construction of a questionnaire?  
Or  
(b) What is chi-square test? When and why is it used?
17. (a) What are the advantages and limitations of regression analysis?  
Or  
(b) Write notes on :  
(i) Jaccard Index  
(ii) Dice index  
(iii) Fowlkes – Mallows index.
18. (a) Explain in detail the different types of conjoint analysis.  
Or  
(b) Explain the different types of clusterings.