

Reg. No. _____ Name _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
THIRD TRIMESTER MBA DEGREE EXAMINATION APRIL 2018

34 BUSINESS RESEARCH METHODS

Max. Marks: 30

Duration: 1.5 Hours

Statistical data tables and scientific calculators permitted.

PART A

Answer all questions. Each question carries 2 marks

1. Compare exploratory and conclusive research.
2. Explain primary scales of measurement.
3. Discuss briefly the methods of quantitative data collection.
4. Explain Type I and Type II error.

PART B

Answer any 2 questions. Each question carries 6 marks

5. Explain various stages in Business Research process with the help of a diagram.
6. Explain two comparative and two non-comparative scales with an example for each.
7. A study performed a regression analysis to determine whether affective commitment of employees influences turnover intention. The output of the study is given below

Model	Unstandardized Coefficients		T	Sig.
	B	Std. Error		
Constant	4.728	0.317	14.920	0.000
Affective Commitment	-0.425	0.108	-3.929	0.000

Dependent Variable: Turnover Intention

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.430 ^a	0.185	0.173	0.77805

Based on the tables above, answer the following

- (a) Write the estimated linear regression equation. (3)
- (b) How much variation in turnover intention can be explained by affective commitment? (2)
- (c) Explain why the researcher has chosen regression to analyze the association between affective commitment and turnover intention. (1)

PART C

Compulsory question, the question carries 10 marks

8. (a) Explain sampling design with a diagram and discuss any two probabilistic sampling methods with merits and demerits (6)
- (b) Differentiate between sampling error and non sampling error giving examples of each. (4)
