

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
THIRD TRIMESTER MBA DEGREE EXAMINATION(R&S), MAY 2019

Course Code: 34

Course Name: BUSINESS RESEARCH METHODS

Max. Marks: 30

Duration: 1½ Hours

Use of statistical table is permitted

PART A

Answer all questions. Each question carries 2 marks.

Marks

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| 1 | Differentiate between Constant Sum Scaling and Q-Sort Technique. | (2) |
| 2 | Explain Interval scale with an example | (2) |
| 3 | Explain the concepts of reliability and validity | (2) |
| 4 | Write short note on constant sum scaling | (2) |

PART B

Answer any 2 questions. Each question carries 6 marks.

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| 5 | “The research hypothesis is central to all research endeavours, whether qualitative or quantitative, exploratory or explanatory”. Critically evaluate the statement. What is a hypothesis? Describe the different categories of hypotheses. How are hypotheses formulated for research study? | (6) |
| 6 | Describe the features and applications of:
(i) ANCOVA
(ii) Type I and Type II error
(iii) Kruskal-Wallis test | (6) |
| 7 | Explain Research Design. What are the various elements of Research Design? | (6) |

PART C

Compulsory question, the question carries 10 marks

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| 8 | A publishing company is planning to introduce a new magazine in Malayalam for children of 10 to 15 years of age. It wanted to know the product features, periodicity, price, distribution channel preferred and method of promotion. As a marketing researcher, you are appointed by the company to prepare a detailed proposal indicating objectives, methodology, sampling procedure, variables used, data collection method and data analysis. | (10) |
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