

**Code: 9E00206**

MBA II Semester Regular & Supplementary Examinations, October/November 2013

**BUSINESS RESEARCH METHODS**

Time: 3 hours

Max Marks: 60

Answer any FIVE questions  
All questions carry equal marks

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- 1 (a) Define business research.  
(b) "Search for facts should be made by scientific method rather than by arbitrary method" -Substantiate.
- 2 Describe the major ethical issues relating to the business research.
- 3 (a) Explain the major sources for identifying problem in business research.  
(b) Explain the process of identifying business problem.
- 4 Explain various types of research designs.
- 5 Describe the difference between directive interview and non directive interview with suitable examples.
- 6 (a) Define questionnaire.  
(b) Distinguish between schedule and questionnaire.
- 7 Distinguish between inferential and descriptive statistics.
- 8 (a) Define research report.  
(b) Describe the layout of a research report.

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