



Regulation R18

Subject code: B142PC5

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

(Autonomous, Accredited by NAAC with 'A' Grade)

MBA II Semester Regular/ Supplementary Examinations, October 2020
Business Research Methodology

Maximum Marks: 70

Date: 25.11.2020 Duration: 2 hours

NOTE: Statistical tables are allowed.

Part-A

All the following questions carry equal marks

(5x2M=10 Marks)

- 1 Differentiate dependent and independent variables
- 2 Distinguish stratified and cluster sampling.
- 3 Define dispersion and skewness.
- 4 Write down the formula for KS test
- 5 Define citation and Research briefing.

Part-B

Answer All the following questions.

(12M X 5=60Marks)

- 6 "Defining a Research problem properly and clearly is a crucial part of a research study" – Discuss.
- 7 Why ethics are important in research? Briefly explain ethical issues in business research.
- 8 Discuss the superiority of random sampling to non-random sampling and differentiate them
- 9 Compare and contrast the various attitude measurement techniques. When will you use each of them? Discuss briefly.
- 10 Define tabulation and classify the types of tabulation and bring out general rules involved in tabulation.
- 11 Define correlation and Explain the types of correlation in detail?
- 12 Ordinal data is displayed in the table below .Is there any difference between Groups 1,2 and 3 using Alpha =0.05, use Kruskal Wallis test.
Group1: 27 2 4 18 7 9
Group2: 20 8 14 36 21 22
Group3: 34 31 3 23 30 6
- 13 Explain Mann –Whitney U test in detail?
- 14 Discuss in detail the styles of referencing in a report.
- 15 Explain about Ethics used in research process.