Code: 13 MBA1012
## ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
### (AUTONOMOUS)
### I MBA II Semester Regular Examinations, July/August, 2014
### BUSINESS RESEARCH METHODS

**Time: 3 Hrs**                                                    **Max Marks: 60**
### Answer any Five Questions
### All questions carry EQUAL marks
### Question No: 8 is compulsory

1. Define Research and explain the various stages in the research process with the help of an example.

2. Differentiate primary data form secondary data and explain the major sources of obtaining secondary data.

3. What is meant by sampling design? Explain the various stages in sampling design.

4. What is meant by attitude measurement? Explain how to you construct the Likert's Scale to measure attitude.

5. What research design do you propose to examine causality? Explain the features of such design.

6. What is meant by research hypothesis? What is the process of testing a research hypothesis.

7. What is a research report? Explain the format of a good research report.

8. **CASE STUDY**
   In a small business firm four sales persons were employed. Their annual sales performance is given below:

| Salesman | Average Sales('000 Rs) | Standard Deviation |
|---|---|---|
| A | 12 | 1.3 |
| B | 15 | 1.8 |
| C | 21 | 1.3 |
| D | 16 | 1.2 |

   Which salesman shows greater consistency in sales? Why?

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