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ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)
I MBA II Semester Regular/Supplementary Examinations, August-2022
BUSINESS RESEARCH METHODS

Time: 3 Hrs   Max. Marks: 60

Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory

1.		Illustrate the types of Research that are used in modern day Business Environment.	12
2.		What is Research Design? Explain the different types of Research Design	12
3.	a)	What is Secondary Data. Discuss the characteristics of Secondary Data	6
	b)	What are Observational Methods? Explain the different types of Observation Methods.	6
4.	a)	Explain the different types of Scaling Techniques with suitable example.	6
	b)	Explain the Likert and Guttmann Scale with merits & demerits	6
5.	a)	What is t-test? Explain the assumptions of t-test in statistical analysis.	6
	b)	Explain the steps of testing of hypothesis.	6
6.	a)	Explain in detail about the contents in the body of the research report	6
	b)	What are the guidelines for editing and revising a report	6
7.		Explain Different Types of Sampling Techniques.	12

8.   **CASE STUDY:**

Vishal Foods Ltd is a leading manufacturer of biscuits. The company has launched a   12
new brand in the four metros; Delhi, Mumbai, Kolkata and Chennai. After one month,
the company realizes that there is a difference in the retail price per pack of biscuits
across cities. Before the launch, the company had promised its employees and newly-
appointed retailers that the biscuits would be sold at a uniform price in the country. The
difference in price can tarnish the image of the company. In order to make a quick
inference, the company collected data about the price from six randomly selected stores
across the four cities. Based on the sample information, the price per pack of biscuits (
in rupees) in the given table:

Price per pack of the biscuits(in rupees)

Delhi	Mumbai	Kolkata	Chennai
22	19	18	21
22.5	19.5	17	20
21.5	19	18.5	21.5
22	20	17	20
22.5	19	18.5	21
21.5	21	17	20

Use ANOVA to analyze the significant difference in the prices. Take 5 % as the
confidence level at $F_{(3,20)}=3.10$