

# END TERM EXAMINATION

SECOND SEMESTER [MBA] MAY-JUNE 2015

Paper Code: MS-108

Subject: Business Research

MS (FM)-108

Time: 3 Hours

Maximum Marks: 60

Note: Attempt any five questions.

Q1 For each of the following situations, decide whether the research should be exploratory, descriptive or casual. Elaborate briefly on the reasons for your choice. (12)

- (a) Identifying target market demographics for a shopping centre.
- (b) Establishing the functional relationship between advertising and sales.
- (c) Investigating consumer reactions to the idea of a new laundry detergent that prevents shrinkage in hot water.
- (d) Estimating the sales potential for a new lathe machine.

Q2 Briefly explain the primary scales of measurement. Illustrate with suitable examples specifying the permissible statistics for each of the scale. (12)

Q3 What are the differences between research questions and hypotheses? What are the characteristics and functions of hypotheses? Illustrate. (12)

Q4 Distinguish between primary and secondary information. Discuss the importance and limitations of each of them. Illustrate with examples. (12)

Q5 What do you understand by validity of research instruments? What is its relevance? How is it measured? (12)

Q6 Briefly explain the process of sample design for the business research. Illustrate with the help of a suitable example. (12)

- Q7
- (a) Briefly describe when you would use regression analysis and correlation analysis, using examples to illustrate your answer. (6)
  - (b) What is factor analysis? When is this technique suitable to apply? (6)

Q8 Write short notes on **any two** of the following:- (2x6=12)

- (a) Writing a Research Report
- (b) Conjoint analysis
- (c) Focus group interviewing
- (d) Ethical issues in business research
- (e) Validity and Reliability of Research Instruments