

END TERM EXAMINATION

SECOND SEMESTER [MBA] MAY-JUNE 2018

Paper Code: MS-108

Subject: Business Research Methods

MBA(FM)-108

(For 2017 Batch Only)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 While conducting a research study, what are the issues to be discussed at various hierarchal levels? Illustrate with an example for each level.
- Q2 What is a hypothesis? What are its types? Explain the procedure for hypothesis testing in detail.
- Q3 A research firm wants to conduct "A study of the effect of tips given by brokers to retail investors on stock investments".
(a) Write two objectives of this study.
(b) Identify major variables of the study.
(c) Suggest appropriate design for the study giving justification.
- Q4 What is the meaning of validity of research instrument? What are its forms? Also explain how is it tested?
- Q5 Using any research problem (based on primary data) as an example, discuss how questionnaire is designed for primary data collection purposes.
- Q6 Explain the following concepts related with factor analysis (Answer **any five**)
(a) KMO Test
(b) Bartlett's Test
(c) Eigen value
(d) Communality
(e) Factor loadings
(f) Factor
- Q7 Write short notes on **any three** of the following:-
(a) Focus Groups
(b) Review of Literature
(c) Sources of Secondary Data
(d) Runs Test.
- Q8 Explain **any three** of the following:-
(a) Sample size determination
(b) Importance of tabulating and coding the data
(c) Stratified Sampling
(d) Cluster Sampling
