

TM242194R

15-4

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024
2023 ADMISSIONS REGULAR
SEMESTER II - P.G Diploma In Management In Business Analytics
BA2C08TM20 - Business Research Methods

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight (8x1=8)

1. Differentiate between internal and external research suppliers using examples.
2. Define Market research.
3. What are the conditions of causality in experimental research?
4. What are the conditions of causality?
5. Differentiate between stratified random sampling and cluster sampling.
6. What is a focus group interview? List any two rules to make the focus group effective.
7. List out the types of Projective Techniques in exploratory research.
8. What is the value of coefficient of correlation for perfect positive correlation?
9. Define one-way ANOVA.
10. What is chi-square goodness of fit test?

Part B

II. Answer any Six questions. Each question carries 2 weight (6x2=12)

11. What is the role of the researcher in the problem definition process?
12. Do surveys tend to gather qualitative or quantitative data? What types of information are commonly measured with surveys?
13. Discuss the conditions of causality with examples.
14. Explain the methods used in descriptive research.
15. What is a noncomparative rating scale? Describe the different scale categories used in an itemized rating scales?
16. Specify the salient aspects of 'Observation' as a mode of descriptive research.
17. What is meant by correlation? Distinguish between positive, negative and zero correlation.
18. What is ANOVA? What are the major assumptions of ANOVA?

Part C

III. Answer any Two questions. Each question carries 5 weight (2x5=10)

19. Define the following with an example: (a) Identity (b) Magnitude (c) Equal Intervals (d) A minimum Value of Zero
20. What are the different scales of measurement used in research?
21. (a) What are projective techniques? (b) When should projective techniques be employed? (c) Explain the four different projective techniques giving an example each.
22. Define discriminant analysis and what are its objectives? Explain the main distinction between two-group and multiple discriminant analysis with examples.

