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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER- 2024
SEMESTER - II

Sub.: Business Research Methodology (MBA201)

Date : 20/12/2024

Total Marks : 60

Time: 2.00pm to 4.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Research Method
 2. Research Report
 3. Types of Sampling
 4. Types of Errors
 5. Data analysis in Research
- Q. 2. Answer in detail (Any One) (10)**
1. Describe the data's coding, editing, and tabulation.
 2. Which tests are parametric and which are not? Describe using one instance from each.
- Q. 3. Answer in detail (Any One) (10)**
1. What do you mean by secondary data? Where do secondary data sources come from?
 2. Give an example to illustrate the significance of the one-tailed and two-tailed tests.
- Q. 4. Answer in detail (Any One) (10)**
1. Describe the hypothesis. Write different kinds of hypotheses. Describe the qualities of a strong hypothesis.
 2. What is a research report? Describe the contents of a research report in detail.
- Q. 5. Case study (15)**
- There are 500 employees at XYZ-Ltd. The survey was conducted to find out how satisfied they were with their pay and workplace atmosphere.
- Questions:**
1. What are the variables under study ?
 2. Write at least 10 questions to collect the data .
 3. What type of data you are collecting.