

**Code No: MB1925/19**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY-GURUJADA  
VIZIANAGARAM**

**MBA II Semester Regular & Supplementary Examinations, June-2025**

**Business Research Methods**

**Time: 3 Hours**

**Max. Marks: 75**

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*Answer any FIVE Questions, One from Each Unit*  
*Question No.11 is Compulsory*

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**UNIT-I**

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|----|---|--|----|
| 1. | a | Describe the steps involved in a research process. | 6M |
|    | b | Examine the ethical issues in business research.   | 6M |

**OR**

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|----|---|--|----|
| 2. | a | Discuss the different types of research.                   | 6M |
|    | b | Explain the nature and importance of research in business. | 6M |

**UNIT-II**

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|----|---|---|----|
| 3. | a | Describe the tests of sound measurement.        | 6M |
|    | b | Distinguish between primary and secondary data. | 6M |

**OR**

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|----|---|--|----|
| 4. | a | Describe the different methods of scale construction.              | 6M |
|    | b | Explain the guiding considerations in the design of questionnaire. | 6M |

**UNIT-III**

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|----|---|---|----|
| 5. | a | 'Processing of data implies editing, coding and classification,' Elucidate. | 6M |
|    | b | Discuss the interview as a technique of data collection.                    | 6M |

**OR**

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|----|---|--|----|
| 6. | a | Why tabulation is considered essential in a research study?          | 6M |
|    | b | What points will you keep in mind while preparing a research report? | 6M |

**UNIT-IV**

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|----|---|--|----|
| 7. | a | Distinguish between null and alternative hypothesis.                   | 6M |
|    | b | Describe the important parametric tests used in testing of hypothesis. | 6M |

**OR**

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|----|---|---|----|
| 8. | a | What is t-test? Explain its significance in statistical analysis. | 6M |
|    | b | Enumerate the procedure of testing hypothesis.                    | 6M |

**UNIT-V**

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|----|---|---|----|
| 9. | a | How multivariate analysis differs from bivariate analysis?                      | 6M |
|    | b | Elaborate the steps involved in Thurstone's centroid method of factor analysis. | 6M |

**OR**

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|-----|---|--|----|
| 10. | a | Describe the technique of analysis of variance for two-way classification. | 6M |
|     | b | What is multivariate analysis of variance? Discuss its significance.       | 6M |

**CASE STUDY**

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|----|--|-----|
| 11 | A sample of 300 students of B.Tech and 300 students of MBA classes of a University were asked to give their opinion toward the autonomous colleges. 190 of the B.Tech and 210 of the MBA students favoured the autonomous status. Present this data in the form of a frequency table and test at 5% levels, the opinions of B.Tech and MBA students on autonomous status of colleges are independent. (Table value of $\chi^2$ at 5% level for 1 d.f. is 3.84) | 15M |
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