

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MBA
BRANCH: MBA**

**SEMESTER : II
SESSION : SP/19**

SUBJECT: MT411 BUSINESS RESEARCH

TIME: 3.00 Hrs.

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1 A large automobile manufacturing company of India has to conduct a study on impact of Non-Financial motivators on its employees. Prepare an outline of the research proposal. [10]
- Q.2(a) Briefly describe the nature and purpose of Exploratory research. [5]
Q.2(b) Suggest and explain two suitable conclusive research designs that may be used for the business research to be carried out at Q1. [5]
- Q.3(a) What type of Sampling technique will you use for the research at Q1? Justify. [5]
Q.3(b) Compare the strengths of a Census study and a Sample study. [5]
- Q.4(a) Differentiate between Interval and Ratio Scale. Give examples. [5]
Q.4(b) Design a questionnaire for the study mentioned at Q1 demonstrating the use of Nominal and Likert scales. [5]
- Q.5(a) Describe the Sources of error in Data Collection. [5]
Q.5(b) Explain the application of Cluster analysis in business research. [5]

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