

**1848/PMFM10/  
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**NOVEMBER 2020**

**RESEARCH METHODS FOR BUSINESS**

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Time : Three hours

Maximum : 100 marks

Answer any **FIVE** questions

(5 × 20 = 100 marks)

1. Explain the various types of research with appropriate illustrative problems.
2. What is a research problem? How do you select a research problem and establish research objective? Illustrate your answer.
3. Define research hypothesis. Describe the steps in testing of hypothesis.
4. Describe different types of research design with relevant research problems.
5. What is measurement scale? Explain the different types of measuring scales and describe the construction of the scale.

6. What are the methods available for collecting primary data? Explain in detail about the construction of a questionnaire.
7. Discuss the merits and demerits of various probability sampling techniques.
8. Find the correlation between the height of father and son from the given data:

height of father in inches	64	65	66	67	68	69	70	71	72
height of son in inches	66	67	68	70	68	72	71	72	72

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9. Two sample polls of votes for two candidates A and B for a public office are taken, one from among the residents of rural areas and one from the residents of urban areas. The results are given in the table. Examine whether the nature of the area is related to voting preference in this election.

Vote for areas	A	B	Total
Rural	620	380	1000
Urban	550	450	1000
Total	1170	830	2000

10. Discuss the structure and components of a research report. Add a note on the importance of executive summary and chapterisation in a research report.

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