II Semester M.F.A. Examination, June 2015
(Semester Scheme) (CBCS)
FINANCE AND ACCOUNTING
Paper – 2.7 SC : Business Research Methods

Time : 3 Hours   Max. Marks : 70

Instruction : *Answer **all** questions.*

SECTION – A

1. Answer **any seven** sub-questions. **Each** sub-question carries **two** marks.   **(2×7=14)**

    a) Differentiate Business Research from Market Research.

    b) What is Data Mining ?

    c) What is a Standard Error ?

    d) What is Semantic Differential Scale ?

    e) What is Transcription ?

    f) What is Confidence Interval ?

    g) What is 'Likert Scale' ?

    h) What is Discriminant Analysis ?

    i) What is 'Z' test ?

    j) What is Cross Tabulation ?

    k) List out steps in Sampling Design.

SECTION – B

Answer **any four** questions. **Each** question carries **five** marks.   **(4×5=20)**

2. Differentiate exploratory research design from descriptive research design.

3. Briefly explain the data collection methods, summerisation and presentation.

4. Distinguish multi scale sampling plan from stratified sampling plan.

5. Differentiate Cluster Analysis from Factor Analysis, with a suitable example.

P.T.O.

6. Explain the tools of collecting data.

7. Briefly explain major types of Statistical Analysis.

SECTION – C

Answer **any three** questions. **Each** question carries **twelve** marks. (3×12=36)

8. As a researcher, how do you organise a research report ? Explain with an example.

9. Discuss the concept of level of significance and the 'P' value in testing of hypothesis, highlighting the stages involved in hypothesis testing.

10. Explain the concepts and criticality of probability and non probability sampling designs in Business Research.

11. Explain key types of observational research studies highlighting advantages and limitations of the observational methods.

12. Experimental designs determine quality and objectives of a business research process. Explain with suitable examples.

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