

- (b) Describe how a simple random sample can be drawn using the identified sampling frame? 3
- (c) Could a stratified sample be used? If so, how? 3
- (d) Could a cluster sample be used? If so, how? 3
- (e) Which sampling technique would you recommend? Why? 3

*cluster*

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25(2) BRM 206

2002

**BUSINESS RESEARCH METHODOLOGY**

Paper 206

Full Marks 70

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer Question No. 1 and any four from the rest.

1. Write notes on the following: 3 1/2 x 4 = 14

- (a) Importance of research in decision making
- (b) Research design *5/11 notes*
- (c) Uses of field studies *4/23*
- (d) Logic of hypothesis testing *5/13*

2. (a) Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with suitable examples. *5/11 notes* 7

(b) Differentiate between exploratory and conclusive research. *sim notes 90, 128* 7

3. KF chicken is a chain of fast food restaurants located in major metropolitan areas in south. Sales have been growing very slowly for the last two years. Management has decided to add some new items to the menu, but first they want to know more about their customers and their preferences.

(a) List two hypothesis 4

(b) What kind of research design is appropriate? Why? 10

4. (a) What is the purpose of questionnaires forms? Describe the issues involved in pretesting a questionnaire. 7

(b) What are the differences between test-retest and alternative-forms reliability? *sim notes* 7

5. (a) Describe the differences between a nominal and an ordinal scale. *sim notes* 7

(b) Give a standard research report outline. *sim notes* 7

6. (a) The following table provides relevant information of 80 salesmen.

Selling Ability	Flexibility	
	Poor	Good
Poor	32	8
Good	12	28

(i) Use chi-square to test the hypothesis that selling ability is independent of flexibility at  $\alpha = .05$ .

(ii) What is the degree of association between selling ability and flexibility?  $4+4=8$

(b) What is multivariate analysis? Distinguish between functional and structural multivariate methods. 6

7. A manufacturer would like to survey users to determine the demand potential for a new power press. The new press has a capacity of 500 tons and costs Rs. 2,20,000. It is used for forming products from lightweight and heavyweight steel and can be used by automobile construction equipment, and major appliance manufacturers.

(a) Identify the population and sampling frame that could be used. 2