

2004

BUSINESS RESEARCH METHODOLOGY

Paper : 206

Full Marks - 70

Time - Three hours

The questions are of equal value.

Answer any *five* questions.

1. (a) What is research? Contrast basic and applied research. Illustrate your answer by suitable examples. *2/3*
(b) How do exploratory, descriptive and causal studies differ from each other? *5/6 notes*
2. What is a questionnaire? What are the advantages and the limitations of (i) open-ended question, (ii) dichotomous questions and (iii) multiple choice questions? *2/4*
3. What is measurement error? Distinguish between the validity and reliability of a measure. How these measurements are assessed? *5/6 notes*
4. Describe cluster sampling procedure. What is the key distinction between cluster sampling and stratified sampling? *2/3*

[Turn over

(a) Define the appropriate target population and the sampling frame for a local TV station which wants to determine households' viewing habits and programming preference.

657 (b) Describe why the research report and its presentation are important part of a research project.

6. (a) Describe following part of a report (i) executive summary, (ii) problem definition. *5th note*

(b) What are the differences between research questions and hypotheses?

7. The current advertising campaign for a major soft drink brand would be changed if less than 30 percent of the consumers, like it.

(a) Formulate the null and alternative hypotheses.

(b) Discuss the type I and type II errors that could occur in hypothesis testing.

(c) Which statistical test would you use? Why? *Test 9 hypothesis for success*

(d) A random sample of 300 consumers were surveyed and 84 respondents indicated that they liked the campaign. Should the campaign be changed? Why?