Jagan Institute of Management Studies
End-Term Examination, September-October, 2017
Trimester IV – PGDM (IB) 2016-18

Business Research Methods II
ET_IB_BRM-II_2509

Time: 3 Hrs.   *M. Marks: 70*

INSTRUCTIONS: Attempt any SEVEN questions. All questions carry equal marks.

Q 1   Discuss scope and importance of Business Research Methods along with contemporary tools of analysis. Also discuss different levels of data measurement with suitable examples.   **10**

Q 2   As we understand that mail questionnaire method is one of the most powerful tools of primary data collection. Discuss do's and don'ts while drafting a questionnaire. Consider a research firm that is interested in collecting primary data through mail questionnaire method on level of satisfaction from a particular smart phone. Draft a dummy questionnaire (minimum 10 questions) on a five point Likert's scale of agreement.   **10**

Q 3   State importance of data classification and presentation. Also explain various classifications and methods of presentation of data.   **10**

Q 4   Hypothesis testing is an important process in business research. State and explain hypothesis testing process. Differentiate null and alternate hypothesis along with type one and type two error. Also mention various tests used for hypothesis testing also mention suitability of methods in various situations.   **10**

Q 5   State and explain conjoint analysis along with its importance in business research along with suitable virtual business situation.   **10**

Q 6   Regression analysis is a forecasting tool and it is very important in business research.   State the difference between linear and multiple regression. Also mention the utility of coefficient of determination.   **10**

ET_IB_BRM-II_2509   Following is the output of a multiple regression analysis. Explain the output and build a multiple regression equation. Also predict value of dependent variable with respect to $x_1=13, x_2=11.5, x_3=9.8, x_4=4.5$.   **10**

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower	Upper 95.0%

							95.0%	
Intercept	10.11	18.49	0.55	0.01	-41.22	61.45	-41.22	61
x1	0.80	1.36	0.58	0.03	-2.99	4.58	-2.99	4
x2	1.24	2.09	0.59	0.00	-4.56	7.04	-4.56	7
x3	-1.50	1.26	-1.19	0.00	-4.99	1.99	-4.99	1
x4	-0.53	0.62	-0.85	0.04	-2.25	1.19	-2.25	1

Q 8   Differentiate univariate and multivariate analysis along with their types. Also mention business situations where both these analysis are applied.   **10**

Q 9   State and explain following:
a)   Validity of data.
b)   Normality of data.
c)   Reliability of data.   **10**

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