MIBS 455

II Semester M.B.A. (IB) Degree Examination, September/October 2022
(Regular and Repeaters)
INTERNATIONAL BUSINESS
Business Research Methods

Time : 3 Hours   Max. Marks : 70

SECTION – A

Answer **any two** questions. **Each** question carries **10** marks. Answer to the
question should **not** exceed **5** pages.   **(2×10=20)**

1. Elucidate the process of business research.

2. Describe the formulation and testing of research hypothesis.

3. Distinguish between primary and secondary source of data collection.

SECTION – B

Answer **any three** questions. **Each** question carries **12** marks. Answer to the
question should **not** exceed **6** pages.   **(3×12=36)**

4. Discuss the merits and demerits of sampling.

5. Bring out and explain the methods of data collection for research.

6. Explain the data processing operations in research.

7. Describe the steps involved in writing a research report.

8. A large corporation uses thousands of light bulbs every year. The brand that
    has been used in the past has an average life of 1000 hours with a standard
    deviation of 100 hours. A new brand is offered to the corporation at a price
    far lower than one they are paying for the old brand. It is decided that they
    will switch to the new brand unless it is proved with a level of significance of
    5% that the new brand has smaller average life than the old brand. A random
    sample of 100 new brand bulbs is tested yielding an observed sample mean of
    985 hours. Assuming that the standard deviation of the new brand is the same
    as that of the old brand. What conclusion should be drawn and what decision
    should be made ?

SECTION – C

(Compulsory)

Answer to the question should **not** exceed **6** pages.   **(1×14=14)**

9. The following table illustrates the sample psychological health ratings of corporate executives in the field of Banking, Manufacturing and Fashion retailing :

Banking	41	53	54	55	43
Manufacturing	45	51	48	43	39
Fashion retailing	34	44	46	45	51

Can we consider the psychological health of corporate executives in the given three fields to be equal at 5% level of significance ?

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