Reg. No:

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)
MBA I Year II Semester Supplementary Examinations October-2020
BUSINESS RESEARCH METHODS

Time: **3 hours**   Max. Marks: **60**

SECTION – A
(Answer all Five Units **5 x 10 = 50** Marks)

UNIT-I

1   What is business research? Explain the importance of business research in   **10M**
Managerial decision making.

OR

2   What is information? Discuss the type of information need to run the Business.   **10M**

UNIT-II

3   Indicate the sources of research process. Enumerate the steps of the research   **10M**
process.

OR

4   What are the major differences between descriptive and exploratory research   **10M**
designs?

UNIT-III

5   How would you differentiate between simple random sampling and complex   **10M**
random sampling Designs? Explain clearly giving examples.

OR

6   Describe the various steps which are used in designing a questionnaire. Indicate its   **10M**
advantages and limitations.

UNIT-IV

7   What are the statistical techniques which are commonly used in educational   **10M**
research?

OR

8   What is mean by inferential analysis discuss various methods.   **10M**

UNIT-V

9   What do you understand by research report or thesis? Indicate its need and   **10M**
importance in the research work.

OR

10   Differentiate between bibliography and footnotes or references. Illustrate your   **10M**
answer with examples.

SECTION – B
(Compulsory Question)

11   **1 x 10 = 10** Marks

Demand Forecasting of Magic Foods

South India-based Magic Foods, a leading manufacturer of pickles, has been selling its products under
the brand name „Magic" for over the last two decades. Magic Foods is engaged in the manufacturing
and marketing of high quality Indian processed foods such as pickles, spice pastes, instant mixes, etc. Of
late, the management of Magic Foods started facing two problems. The first one is to identify the factors
that can increase the sales and the second one is to predict sales for the next year. To find out a solution,
Magic Foods sought the help of a marketing agency, Care Research.

Questions answer the following:

1. If you are a marketing agency what are your recommendations.

2. How do you plan for research design?

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