

**SWARNANDHRA COLLEGE OF ENGINEERING &  
TECHNOLOGY [AUTONOMOUS]**

Seetharampuram, NARSAPUR-534 280

**MBA.I Semester**

**SUBJECT: BUSINESS RESEARCH AND STATISTICAL ANALYSIS**  
[OUTCOME BASED EDUCATION PATTERN]

**UNIT – I**

1. Explain the Nature and Importance of Research
2. What is the role of Business Research & Aims of social research?
3. Evoluteethical issues in business research
4. Defining Research Problem
5. Evolute Steps in Research process

**UNIT-II**

1. Discussion on primary data and secondary data
2. Explain the tools, techniques and methods of collecting data.
3. What is Sampling design and sampling procedures
4. Explain the Designing of Questionnaire
5. Define Measurement and Scaling

**UNIT-III**

1. What is Research design & data processing?
2. Discuss the nature of field work and Field work management
3. Explain “Media used to communicate with Respondents”
4. Discuss Editing – Coding – Classification of Data
5. Explain Preparation and Presentation of Research Report.

**UNIT-IV**

1. Discuss Testing of hypothesis
2. Distinguish Null hypothesis vs. alternative hypothesis
3. Distinguish parametric vs. Non-parametric tests
4. What is tests of significance for small samples, application?
5. Explain Chi Square test. (Simple Problems)

**UNIT-V**

1. Discuss Data analysis techniques?
2. What is Nature of multivariate analysis
3. Classifying multivariate techniques
4. z-test for comparing two proportions
5. Discuss ANOVA for complex experimental designs