

Reg. No. :

D 1169

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

First Year

RESEARCH METHODS FOR MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Give a detailed overview of the research process.
2. Why is research design a conceptual structure within which research is conducted?
3. How are the measurement scales classified?
4. Explain probability and non probability sampling.
5. Explain questionnaire as a tool for data collection.

6. Define hypothesis. Explain its types with suitable examples.

7. How can cluster analysis help in sample segmentation?

8. What are the steps in report writing?