

MBA 05 R

M.B.A. DEGREE EXAMINATION, JUNE 2013.

First Semester

General, Finance, Marketing, HRM, IB, RM, Tourism

RESEARCH METHODOLOGY

(2012-13 Batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. Write down the objectives of a research.
2. What are the steps involved in the planning stage of a research project?
3. Why is sample used?
4. What are the merits of questionnaire?
5. What are the functions of hypothesis?
6. Compute standard deviation from the following data of the Income of ten employees of a firm

Monthly income 600 620 640 620 680 670 680 640 700 650

7. Explain the types of correlation.
8. What are the guidelines for oral presentation of a research report?

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Explain the various types of research.
10. Enumerate the various approaches to research.
11. What are the steps to be taken to make the sample useful and reliable?
12. Explain the different methods of collection of primary data.
13. Briefly explain the different types of hypotheses.
14. A marketing agency gives following information about the age groups of the sample informants and their liking for a particular model of scooter which a company plans to introduce.

Age group of informants				
	Below 20	20–39	40–59	Total
Liked	125	420	60	605
Disliked	75	220	100	395
Total	200	640	160	1000

On the basis of the above data, can it be concluded that the model appeal is independent of the age group of the informants?

15. Compute the co-efficient of correlation between X and Y.

X	10	12	18	8	13	20	22	15	5	17
Y	88	90	94	86	87	92	96	94	88	85

16. Explain the significance of a research report and narrate the various steps involved in writing such a report.

PART C — (1 × 20 = 20 marks)

17. Case study : (Compulsory)

A common admission test was conducted in four schools. 5 students were selected at random from each school and the marks scored by them are given below. Make an analysis of variance.

Sample X ₁	Sample X ₂	Sample X ₃	Sample X ₄
15	20	11	14
18	24	15	16
20	25	17	25
24	18	19	13
13	23	18	22