

H 1050

M.B.A. DEGREE EXAMINATION, JUNE 2014.

First Semester

Marketing/Finance/HRM/IB

RESEARCH METHODOLOGY

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Briefly describe the various steps in scientific research.
2. Explain the features of a good research design.
3. What are the steps involved in designing a sample?
4. Examine the merits and demerits of data collection through questionnaire.
5. Describe the limitations of the test of hypothesis.
6. Write short notes on time series analysis.
7. Elucidate the precautions of interpretation in the context of research.
8. What are the rules of writing a good research report?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the process of research in detail.
10. “Empirical research in India creates so many problems for the researchers”. State the problems that are usually faced by young researchers.
11. Under what circumstances stratified random sampling design in considered appropriate? How would you select such a sample? Explain by means of an example.
12. Distinguish between :
 - (a) Restricted and unrestricted sampling
 - (b) Convenience and purposive sampling.
13. Distinguish between an experiment and survey. Explain in detail the survey method of research.
14. Write short notes on the following :
 - (a) Latin-square design
 - (b) F-ratio and its interpretation
 - (c) Significance of analysis of variance.

15. What is the significance of using multiple discriminant analysis? Explain the technical details involved in such a analysis.
16. “Interpretation is an art of drawing inferences, depending upon the skill of the researcher”. Elucidate the given statement and explain the techniques of interpretation.

SECTION C — (1 × 20 = 20 marks)

17. Compulsory question :

A company has the sales pattern (in units) during 2004 to 2012 as shown below :

 - (a) Fit a linear regression for the given data
 - (b) Compute the sales forecast for the year 2016.

Year	Sales (In lakhs of units)
2004	10
2005	12
2006	15
2007	27
2008	33
2009	38
2010	44
2011	49
2012	60