

Register Number :

Name of the Candidate :

**6 6 2 7**

**M.B.A. ( Human Resource Management )  
DEGREE EXAMINATION, 2012**

( SECOND YEAR )

( PAPER - XVI )

**280. BUSINESS RESEARCH METHODS**

*[Common with M.B.A. (Marketing  
Management) & M.B.A. ( Financial  
Management )]*

December ]

[ Time : 3 Hours

Maximum : 100 Marks

**SECTION - A** (5 × 5= 25)

*Answer any FIVE questions.*

*All questions carry equal marks.*

1. *Explain briefly :*

(a) Research process.

(b) Descriptive research design.

**Turn Over**

- (c) Cost of information.
- (d) Applications of SPSS.
- (e) Population parameters.
- (f) Cluster analysis.
- (g) Stratified random sampling.
- (h) Graphs in report writing.

**SECTION - B** (3 × 15 = 45)

*Answer any THREE questions.*

*All questions carry equal marks.*

2. Why is the selection of problem of research difficult? Explain the sources of problem identification for research.
3. Explain the procedure for hypothesis testing.
4. Analyse the features of sampling methods.
5. Discuss the various application situations of discriminant analysis.
6. Why tabulation is considered essential in research study? Narrate the characteristics of a good table.

**SECTION - C** (1 × 15 = 15)

*Answer any ONE question.*

7. Write a detailed note on the various methods of data collection.
8. What is *t*-test? Explain it with the help of an example.
9. What are the different types of research reports? What are the precautions to be observed for writing research report?

**SECTION - D** (1 × 15 = 15)

*(Compulsory)*

10. Design a questionnaire to study the impact of a Television commercial.