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14MBA23

Second Semester MBA Degree Examination, June/July 2017
Research Methods

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the terms research and research methodology. (03 Marks)
- 2 What are longitudinal studies? (03 Marks)
- 3 What is sampling error? (03 Marks)
- 4 What are projective techniques? (03 Marks)
- 5 What is cross-tabulation? Give an example. (03 Marks)
- 6 Distinguish between parametric and non-parametric tests. (03 Marks)
- 7 Outline a set of visual aids that you might use in an oral briefing on "Outlook for economy over next year". (03 Marks)

SECTION - B

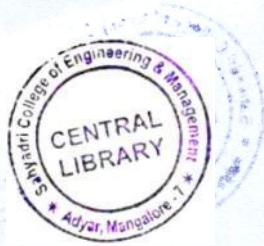
Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What are the criteria of good research? (07 Marks)
- 2 How do exploratory and descriptive research design differ from each other? (07 Marks)
- 3 Differentiate between the stratified random sampling and simple random sampling. (07 Marks)
- 4 Write short notes on focus group methods. (07 Marks)
- 5 Explain the steps in editing and coding of data. (07 Marks)
- 6 Explain the various steps involved in the testing of hypothesis. (07 Marks)
- 7 What is the difference between Line charts and Pie charts? Where are they appropriate? (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Discuss the systematic steps employed in designing a research process. (10 Marks)
- 2 Define an experiment in the context of business research. What are the strengths and weakness of factorial design? (10 Marks)



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- 5 Define Corporate Social Responsibility. Explain the types of Corporate Social Responsibility. (10 Marks)
- 6 State the obligations of Business under Corporate Governance towards Employees and Customers. (10 Marks)
- 7 What are the International issues related with Environmental problems? (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Black & Company is a Limited Company which is 10 years old. The said company is doing a flourishing business in the leather goods and footwear products. The company has employed about 1500 workmen in various capacities.

The company directors in their Board meeting wanted to diversity the business into textile. The board passed the resolution to start the textile business as a subsidiary.

The Company's Memorandum of Association in one of the clauses in very clear that the company shall only deal with leather products and footwear.

Now the very fact of the Company is ultra – virus the memorandum of Association. And the steps are against to good Corporate Governance.

Questions :

1. What is your opinion regarding to the step taken by the Board? (05 Marks)
2. Do you think a Good Corporate Governance practice is not followed by the Company? (05 Marks)
3. Kindly explain and advise the Company to overcome this problem being faced at present. (10 Marks)
