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

Time: 3 hrs.

Max. Marks: 80

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

- 1
 - a. What is research? (02 Marks)
 - b. Explain cross sectional and longitudinal studies. (06 Marks)
 - c. Explain the criteria of good research and also explain research applications in business decisions. (08 Marks)

- 2
 - a. What is exploratory research design? (02 Marks)
 - b. Briefly explain the steps/procedure of developing 'research proposals'. (06 Marks)
 - c. Explain different types of probability and non-probability sampling. (08 Marks)

- 3
 - a. What is sampling error? (02 Marks)
 - b. Explain various types of experimental research design. (06 Marks)
 - c. Explain the procedure of formulating research hypothesis. (08 Marks)

- 4
 - a. What is observation research? (02 Marks)
 - b. What are the sources of secondary data? Briefly explain the advantages of secondary data. (06 Marks)
 - c. Explain different methods available for measuring attitude of respondents. (08 Marks)

- 5
 - a. What do you mean by 'Ratio Scales'? (02 Marks)
 - b. What are the pre requisites/guidelines of designing a questionnaire? (06 Marks)
 - c. Design/prepare a questionnaire on a topic of your choice. Write down your topic and write a questionnaire consisting of about 12-14 questions. (08 Marks)

- 6
 - a. Briefly explain types of hypothesis. (02 Marks)
 - b. Explain the procedure of data analysis and interpretation. (06 Marks)
 - c. Two random samples were drawn from two normal populations and their values are as given below :

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|---|----|----|----|----|----|----|----|----|----|----|----|
| A | 66 | 67 | 75 | 76 | 82 | 84 | 88 | 90 | 92 | - | - |
| B | 64 | 66 | 74 | 78 | 82 | 85 | 87 | 92 | 93 | 95 | 97 |

 Test whether the two populations have the same variance at the 5% level of significance (F = 3.36) at 5% level for $V_1 = 10$ and $V_2 = 8$. (08 Marks)

- 7
 - a. State different types of reports. (02 Marks)
 - b. Briefly explain the importance of report writing. (06 Marks)
 - c. What is the structure of the report? Explain the contents of report structure. (08 Marks)

OR

Explain the format of the report in detail. (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.



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8 **CASE STUDY :**

MBA students of the Academic year 2016-17 are yet to start their internship projects. They are now discussing the concepts, companies and research methodology to be used based on the suitability and applicability of each technique that they have learnt during their II sem MBA in exploring the data required for internship study students propose to make use of both secondary and primary data for their internship study. The case study helps in the discussion of various methods of data collection and the constraints in each of them. The pedagogical objectives of this case research method is to know the students opinions on the following issues :

Based on the description above, assume the relevant information and answer the following questions.

Questions :

- a. What are the differences between primary and secondary data? (04 Marks)
- b. Briefly explain secondary data collection sources and methods for your internship study. (04 Marks)
- c. What are the various communication methods you will be willing to use for primary data collection? (04 Marks)
- d. Explain various constraints in both primary and secondary data collection methods. (04 Marks)

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