

PART C — (1 × 20 = 20 marks)  
Compulsory Case Study.

**MBAC 1005/MBLC 1002**

M.B.A. DEGREE EXAMINATION,  
DECEMBER 2015/JANUARY 2016.

First Semester

General/Marketing/Finance/IB/HRM/Tourism

**RESEARCH METHODOLOGY**

(2012-2013 batches)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is meant by applied research? How does it differ from fundamental research?
2. Bring out the limitations of case study research.
3. Bring out the significance of observation as a method of data collection.
4. What are the assumptions of the binomial distribution?
5. Distinguish between the following :
  - (a) Simple hypothesis and composite hypothesis
  - (b) One-tailed test and two-tailed test
  - (c) Type I error and type II error.

17. Set up ANOVA table for the following information relating to three drugs testing to judge the effectiveness in reducing blood pressure for three different groups of people.

Amount of blood pressure reduction in Millimeters of Mercury :

Group of people	Drug		
	X	Y	Z
A	14	10	11
	15	9	11
B	12	7	10
	11	8	11
C	10	11	8
	11	11	7

Do the drugs act differently?

Are the different groups of people affected differently? Is the interaction term significant?

Answer the above questions taking significant level of 5%,  $F(2, 9) = 4.26$ ,  $F(4, 9) = 3.63$ .

6. What do you mean by multivariate techniques? Explain their significance in context of research studies.
7. What is bibliography? What is its significance in research report?
8. What are the points to be considered by a researcher, while using pictures and graphs in a research report?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the various steps involved in the process of research.
10. Research design in exploratory studies must be flexible but in descriptive studies, it must minimise bias and maximise reliability' – Discuss.
11. What is meant by sampling? Explain the various methods of sampling.
12. What is a questionnaire? What are the important points to be borne in mind by a researcher? While formulating a questionnaire?
13. Briefly describe the important parametric tests used in the context of testing hypothesis.
14. Describe the layout of a research report.

15. The following information is obtained concerning an investigation of 50 ordinary shops of small size.

	In towns	In villages	Total
Run by men	17	18	35
Run by women	3	12	15
Total	20	30	50

Can it be inferred that shops run by women are relatively more in villages than in towns? Use chi-square test.

Table value of  $\chi^2$  for one degree of freedom at 5 per cent level of significance is 3.841.

16. Raju Restaurant near the railway station at Falna has been having average sales of 500 tea cups per day. Because of the development of bus stand near by, it expects to increase its sales. During of the first 12 days after the start of the bus stand, the daily sales were as under:

550, 570, 490, 615, 505, 580, 570, 460, 600, 580, 530, 526.

On the basis of this sample information, can one conclude that Raju Restaurant's sales have increased? Use 5% level of significance.

[Apply one-tailed test (in the right tail because  $H_a$  is of more that type) at 5 per cent level of significance, using table of t-distribution for 11 degree of freedom; R :  $t > 1.796$ ].