

MBAC 1005/MBLC 1002

M.B.A. DEGREE EXAMINATION, JUNE 2015.

First Semester

General/Marketing/Finance/IB/HRM/RM/Tourism

RESEARCH METHODOLOGY

(2012 – 2013 Batch Onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. Define Research and State its objectives.
2. What are the characteristic features of a hypothesis?
3. Distinguish between Primary and secondary data.
4. What are Type I error and Type II error?
5. A coin is tossed four times. What is the probability of obtaining two or more heads?
6. What are the uses of χ^2 test?

7. Consider the following data on income and savings in Rs. thousand.

Income : 50 51 52 55 56 58 60 62 65 66

Savings : 10 11 13 14 15 15 16 16 17 17

Determine the correlation coefficient between the two variables.

8. What are the essential characteristics of Good Research Report?

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Explain the research process in detail.
10. Construct a questionnaire for the TV viewer's opinions survey on Weekly Program on "MAHABHARAT".
11. Describe the probability and non-probability sampling methods.

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12. In an anti-diabetes campaign in a certain area, a particular medicine, say X was administered to 812 persons out of a total population of 3248. The number of diabetics cases is shown below :

Treatment	Diabetes	No Diabetes	Total
Medicine X	20	792	812
No Medicine X	220	2216	2436
Total	240	3008	3248

Discuss the usefulness of Medicine X in checking Malaria.

13. Explain the four elements of time series.
14. Enumerate the advantages and disadvantages of conjoint analysis.
15. Alpha Recruiting Agency short listed 10 candidates for final selection. They were examined in written and oral communication skills. They were ranked as follows :

Candidate's serial No.	1	2	3	4	5	6	7	8	9	10
Rank in written communication	8	7	2	10	3	5	1	9	6	4
Rank in oral communication	10	7	2	6	5	4	1	9	8	3

Find out there is any correlation between Written and oral communication skills of the short listed candidates.

16. Describe the layout or format of a Research Report.

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PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study :

The following are the per acre production data for three varieties of wheat, each grown on 4 plots.

(in metric tonnes)

Plot of land	Per acre Production Data		
	Variety of Wheat		
	A	B	C
1	6	5	5
2	7	5	4
3	3	3	3
4	8	7	4

Questions :

- State if the variety differences are significant.
 - Set up an analysis of variance table by taking 5% level of significance.
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