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MBAC 1005/
MBLC 1002

M.B.A. DEGREE EXAMINATION, JUNE 2016.

First Semester

MBA (General)/Marketing

RESEARCH METHODOLOGY

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. What are the qualities of a researcher?
2. What are the different types of research?
3. What are primary and secondary sources of data? Give examples of situations where each of those sources is utilised.
4. What is hypothesis? What are the different types of hypotheses?
5. What are the misconceptions regarding required sample size for a study?
6. List out the assumptions of regression models.
7. What is conjoint analysis? What are its uses in research?
8. Bring down the significance of report writing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Describe the different stages in the formulation of research problem.
10. What is case study? What are the advantages and limitations?
11. Bring out the relative merits and demerits of different methods for collection of primary data.
12. Give a detailed account of analysis and presentation tools of research project.
13. Examine the applications and assumptions of analysis of variance.
14. Distinguish between correlation and regression analysis. Under what conditions are these tools used.
15. A salesman of a company visited at random eight cities and the number of orders obtained in different cities are 5, 6, 4, 8, 2, 4, 9, 1. Check whether the number of orders obtained in each city is 7 ($H_0 : \mu = 7$) as against the alternate hypothesis $H_1 : \mu < 7$ using sign test at a significance level of 0.05.
16. What is pie-diagram? Explain various types of diagrams used in research reports with their merits and demerits.

PART C — (1 × 20 = 20 marks)

Case Study Compulsory.

17. A district-Industries centre (DIC) has collected the data summarizing the number of industries in the district under each combination of the level of technology used and the level of rate of return, as show below. Check whether the rate of return is independent of the level of technology while grouping the industries, at a significance level of 0.05.

		Summary of data of Industries		
		Level of technology used		
Rate of return	Low	Medium	High	
	R < 8%	20	50	10
	8% ≤ R < 10%	50	70	20
	10% ≤ R < 15%	30	75	70
15% ≤ R	10	35	60	