

MBAC 1005/MBLC 1002

M.B.A. DEGREE EXAMINATION, JUNE 2017.

First Semester

Marketing

General/(Lateral Entry)

RESEARCH METHODOLOGY

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define exploratory and descriptive research.
2. When is secondary data better than primary data?
3. Mention the characteristics of a good research report.
4. Why should research be scientifically done?
5. Define multiple regression analysis.
6. What do you mean by stratified random sampling?
7. Enumerate the criteria for a good research.
8. Explain null hypothesis and alternative hypothesis.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. What are the steps involved in the formation of research problem?
10. List out the advantages and disadvantages of closed ended questions.
11. Enumerate the properties of normal and binomial distribution.
12. Explain the steps involved in case study research.
13. Distinguish between Type I and Type II errors with possible examples.
14. What is Chi-Square test? Explain its significance in statistical analysis.
15. What do you mean by Multivariate analysis? How does it differ from Bivariate analysis?
16. A sample of two variables of size 40 produces a correlation coefficient of $r = 0.682$.
 - (a) What is the point estimate for the population correlation coefficient, ρ ?
 - (b) Construct a 95% confidence interval for ρ .

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. (a) What does a measure of central tendency indicate? Describe the important measures of central tendency pointing out the situation when one measure is considered relatively appropriate in comparison to others?
- (b) The following sample data of the number of communications are taken from logs of Communication with Distance Education students:
5, 9, 5, 23, 27, 55, 34, 7, 30, 15, 22, 60, 14, 52, 297, 8, 51, 15, 51, 35, 15, 39, 137, 43, 38, 14, 93, 7
 - (i) Compute the mean
 - (ii) Compute the standard deviation.
 - (iii) Which is a better representation of the central tendency: mean or median? Explain.