

MBCP. 1005

M.B.A. DEGREE EXAMINATION, DECEMBER 2023.

First Semester

Common Paper

RESEARCH METHODOLOGY

(2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Clearly point out the differences between survey research and case study.
2. Define main issues which should receive the attention of the researcher in formulating the research problem.
3. Elaborate on Type I and Type II errors.
4. List down the merits and demerits of observation techniques.
5. What are the properties of Normal distribution?
6. Calculate the coefficient of variation for the data given 90, 82, 79, 98, 83, 91.
7. Discuss the uses of factor analysis.
8. Lucidly present the stages for preparation of a research report.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. How to do you go about formulating research problem? How do you organize your research work?
10. Describe the important concepts relating to research design.
11. Give a detailed account of sampling techniques.
12. List and elaborate various methods of collecting primary data.
13. An experiment was designed to study the performance of four different detergents for cleaning fuel injectors:

	Engine 1	Engine 2	Engine 3
Detergent A	45	43	51
Detergent B	47	46	52
Detergent C	48	50	55
Detergent D	42	37	49

Looking at the detergents as treatments and the engines as blocks, obtain the appropriate analysis of variance table and test at the 0.01 level of significance whether there are differences in the detergents or in the engines.

14. Explain conjoint analysis. When and how do you use this method in research?
15. Explain the data presentation tools in brief.
16. Explain essential features of report writing highlighting the importance and implication of research outcomes.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. In a large organization there have been an increasing number of strikes. You are required to find out the various causes of strikes:
 - (a) What information needs to be collected?
 - (b) Methodology and sampling procedure.
 - (c) A suitable Questionnaire.
 - (d) A few lines of starting and ending of your report.