

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case study: Compulsory

You are recruited as a research associate in World Health Organization (WHO). As your first assignment you are sent to India to research the reasons behind rise in two-wheeler accident cases in recent times. The research should be finished in one year with cost as less as possible without compromising the quality of the research. And to maintain the quality of research you have to mandatory focus on the primary data and take help of internet as less as possible.

- (a) What will be your research title?
- (b) How and from where in India you will start the research?
- (c) Will it be a primary research or secondary research?

MBCP 1005

M.B.A. DEGREE EXAMINATION, JUNE 2024.

First Semester

Common Paper

RESEARCH METHODOLOGY

(2023 Regulation)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. List out the significance of business research.
2. What is descriptive research?
3. Differentiate research questions and research hypotheses.
4. Give the sources of secondary data.
5. Write a short note on sampling error.
6. State the assumptions of Analysis of variance technique.

7. List out the application areas of cluster analysis.
8. Point out the need for executive summary.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Discuss different types of research with suitable examples.
10. Illustrate the important components and types of research design.
11. What are the different sampling techniques? Discuss the probability sampling techniques with their advantages and disadvantages.
12. Explain the steps involved in hypothesis testing and in the possible errors that can occur in hypothesis testing process.
13. 40 people were attacked by a diseases and only 36 survived. Will you reject the hypothesis that the survival rate if attacked by this diseases, is 85% in favor of the hypothesis that it is more at 5% level of significance?

14. A random sample is selected from each of three makes of ropes and their breaking strength (in pounds) are measured with the following results

	Sample I	Sample II	Sample II
	70	100	60
	72	110	65
	75	108	57
	80	120	84
	83	107	87
			73

Test whether the breaking strength of the ropes differs significantly? Analyze the RBS at 5% level of significance.

15. Write the procedure of factor and discriminant function analysis. Also list out the prerequisites of discriminant function analysis. Illustrate factor analysis with an example.
16. Give the common format of business report. Also mention the presentation structure and ethical behaviour of research.