MBA 05 R

M.B.A. DEGREE EXAMINATION, JUNE 2013.

First Semester

General, Finance, Marketing, HRM, IB, RM, Tourism

RESEARCH METHODOLOGY

(2012-13 Batch onwards)

Time : Three hours  Maximum : 100 marks

PART A — (5 x 6 = 30 marks)

Answer any FIVE out of the following.

1. Write down the objectives of a research.

2. What are the steps involved in the planning stage of a research project?

3. Why is sample used?

4. What are the merits of questionnaire?

5. What are the functions of hypothesis?

6. Compute standard deviation from the following data of the Income of ten employees of a firm

   Monthly income  600 620 640 620 680 670 680 640 700 650
Sample X, Sample Y, Sample Z, Sample W.

Given below are the marks scored by 15 students in each of the four schools. A common admission test was conducted in four schools. A Common admission test was conducted in four schools.

PART A — (1 × 20 = 20 marks)

I. Case study: (Compulsory)

A company plans to introduce a new model of scooter which their clientele for a particular market. The age data and the sample information and about the age groups of the sample informants are given below. A sample survey gives following information

<table>
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<tr>
<th>Total</th>
<th>Dished</th>
<th>Pictures</th>
<th>Liked</th>
<th>Below 20-39</th>
<th>40-59 Total</th>
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<tbody>
<tr>
<td>200</td>
<td>75</td>
<td>420</td>
<td>605</td>
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PART C — (1 × 20 = 20 marks)

17. Explain the significance of a research report and narrate the various steps involved in writing such a report.

16. X 88 90 94 86 79 92 96 94 88 85
    X 10 12 18 8 13 20 22 15 5 17

15. Compute the coefficient of correlation between X and Y.

14. Briefly explain the different types of hypotheses.

13. Primary data.

12. Explain the different methods of collection of useful and reliable data.

11. What are the steps to be taken to make the sample representative?

10. Enumerate the various approaches to research.

9. Answer any TWO out of the following.

PART B — (5 × 10 = 50 marks)

7. Explain the types of correlation.

8. What are the guidelines for oral presentation of a research report?