MBA 05

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

First Semester
Marketing/Finance/IB/HRM.

RESEARCH METHODOLOGY

Time : Three hours Maximum : 100 marks

SECTION A — (5 x 6 = 30 marks)

Answer any FIVE of the following questions.

1. Explain the components of research problem.

2. Discuss the implications of survey research.

3. What are the sources of secondary data? Explain them.

4. What is null hypothesis? What are the fundamentals of hypothesis testing?

5. Explain the application of multiple correlation in management research.

6. Discuss the major criteria of research design.
SECTION C — (1 × 20 = 20 marks)

17. Prepare a structured questionnaire to analyse the investors in India.

18. Discuss and tabulation — Discuss the process of data analysis and explain its properties.

19. Explain how the rank correlation is used in the analysis of data.

20. Explain the types of charts used for presentation of the properties of the co-efficient of correlation.

21. What is meant by correlation? What are the context of testing hypotheses?

22. Describe the important parametric tests used in the analysis of variance?

23. Describe the additive property of the technique of sampling method.

24. Explain the advantages and disadvantages of and relevance in management research.

25. What is case study research? Explain its features.

SECTION B — (5 × 10 = 50 marks)

26. What are the steps involved in the preparation of a research report?

27. What are the basic purpose of factor analysis.