H 1050

M.B.A. DEGREE EXAMINATION, JUNE 2014.
First Semester
Marketing/Finance/HRM/IB
RESEARCH METHODOLOGY

Time: Three hours                Maximum: 100 marks

SECTION A — (5 × 6 = 30 marks)
Answer any FIVE questions.

1. Briefly describe the various steps in scientific research.
2. Explain the features of a good research design.
3. What are the steps involved in designing a sample?
4. Examine the merits and demerits of data collection through questionnaire.
5. Describe the limitations of the test of hypothesis.
6. Write short notes on time series analysis.
7. Elucidate the precautions of interpretation in the context of research.
8. What are the rules of writing a good research report?
15. What is the significance of using multiple discriminant analysis? Explain the technical details involved in such an analysis.

16. Interpretation is an art of drawing inferences. "Interpretation" upon the skill of the researcher. Validate the given statement and explain the techniques of interpretation.

17. Compute the sales forecast for the year 2016.

18. Plot a linear regression for the given data: 2004 to 2012 as shown below:

Sales (in lakhs of units)

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>2004</td>
</tr>
<tr>
<td>12</td>
<td>2005</td>
</tr>
<tr>
<td>15</td>
<td>2006</td>
</tr>
<tr>
<td>27</td>
<td>2007</td>
</tr>
<tr>
<td>33</td>
<td>2008</td>
</tr>
<tr>
<td>44</td>
<td>2010</td>
</tr>
<tr>
<td>49</td>
<td>2011</td>
</tr>
<tr>
<td>60</td>
<td>2012</td>
</tr>
</tbody>
</table>

SECTION C — (1 x 20 = 20 marks)

19. Write short notes on the following:

(a) Latin square design
(b) P-ratio and its interpretation
(c) Significance of analysis of variance

20. Explain in detail the survey method of research.

21. Discriminate between an experiment and survey.

22. Convenience and purposeful sampling.

23. Restricted and unrestricted sampling.

SECTION B — (5 x 10 = 50 marks)

24. Under what circumstances would you select such a sample? Explain by means of an example.

25. Explain the process of research in detail.