MBA 05 R

M.B.A. DEGREE EXAMINATION,
DECEMBER 2012/JANUARY 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 × 6 = 30 marks)

Answer any FIVE out of the following.

1. What are the characteristics of a research?

2. What are the factors affecting research design?

3. What are the characteristics of a good sample?

4. What are the merits of interview schedule?

5. What are the difficulties in the formulation of a hypothesis?

6. Calculate the standard deviation of marks of a student given below :

   30 43 45 55 68 69 75

7. What are the uses of regression analysis?

8. What are the essentials of a good report?

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Discuss the various methods of research.

10. Explain the problems encountered by researchers in India.

11. Explain the various factors to be considered in making the decision of census or sampling method.

12. What are the major steps involved in the process of construction of schedule or questionnaire?

13. A dice is tossed 120 times with the following results.

No. turned up :	1	2	3	4	5	6	Total
Frequency :	30	25	18	10	22	15	120

Test the hypothesis that the dice is unbiased.

14. Find out the co-efficient of correlation from the following data :

X :	65	66	67	67	68	69	71	73
Y :	67	68	64	68	72	70	69	70

15. Calculate the co-efficient of correlation for the following :

Series A :	160	164	172	182	166	170	178	192	186
Series B :	292	280	260	234	266	254	230	190	200

16. Draft the lay out of a research report.

PART C — (1 × 20 = 20 marks)

17. Case study : (Compulsory)

There are three main brands of a certain powder. A set of 120 sample values is examined and found to be allocated among four groups (A, B, C and D) and three brands (I, II and III) as shown here under :

Brands	Groups			
	A	*B*	*C*	*D*
I	0	3	8	15
II	5	8	13	6
III	8	19	11	13

Is there any significant difference in brands preference? Answer at 5% level, using one-way ANOVA.

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