

JU – 2922

I Semester M.B.A. (Day) Degree Examination, Jan./Feb. 2006

(Updated Scheme)

MANAGEMENT

1.6: Research Methodology

Time: 3 Hours

Max. Marks: 75

SECTION – A

1. Answer **any six** of the following. **Each** question carries **2** marks. (6×2=12)
- How is Basic Research different from Applied Research ?
 - What are the characteristics of a good research problem ?
 - What are the advantages of pre-testing of a research tool ?
 - Why is control group necessary in an experimental study ?
 - What is descriptive method of research ?
 - Why is tabulation important in research ?
 - What are the different types of errors in rating ?
 - What are focus groups ?
 - When do we use double sampling in research ?

SECTION – B

- Answer **any four** of the following. **Each** question carries **5** marks. (4×5=20)
- What is interview ? Enumerate the conditions necessary for a successful interview.
 - Briefly explain the need and functions of review of related literature ?
 - How are variables classified in terms of their measurement and functional aspects ?
 - Illustrate the four kinds of scales of measurement used in collecting data for research purposes ?
 - What are the advantages and disadvantages of observation as a data collecting device ?

P.T.O.

7. Two salesmen A and B are employed by a company. Recently, it has conducted a sample survey yielding the following data:

| | Salesman A | Salesman B |
|--------------------------|------------|------------|
| Number of Sales | 40 | 50 |
| Average Sales ('000 Rs.) | 800 | 680 |
| Standard Deviation | 80 | 60 |

Find whether there is any significant difference between the average means of the two salesmen. (use $\alpha = 0.05$)

SECTION - C

Answer **any three** of the following. **Each** question carries **10** marks. (3×10 = 30)

8. Why should an hypothesis be clearly stated before research is initiated ? What are the characteristics of a good hypothesis ? Distinguish between directional and non-directional hypothesis.
9. Explain the concept of attitude. How do you construct an attitude scale to measure the attitude of workers towards the activities of the union, using Likert's method ?
10. What is reliability ? Explain any two procedures available for determining the reliability of a research tool with their merits and demerits.
11. State the conditions necessary for the use of the following sampling techniques:
 - a) Simple random sampling
 - b) Stratified random sampling
 - c) Systematic sampling
 - d) Snowball sampling
12. a) What is Kulmogorov-Smirnov test ?
 - b) A company has conducted a field survey covering 200 respondents. They were asked to indicate on a five-point scale about the durability of a product important to them. The responses are given below:

| | |
|-----------------------------------|----|
| Very important | 50 |
| Somewhat important | 60 |
| Neither important nor unimportant | 20 |
| Somewhat unimportant | 40 |
| Very unimportant | 30 |

Formulate the appropriate hypothesis and test it at 0.05 level of significance.

SECTION – D

This question is **compulsory**. It carries **13** marks.

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13. a) What is chi-square ? What are its uses ?
- b) A manager of a company is interested in trying to find out whether absenteeism is greater on one day of the week than on another. His records for the past year gives the following distribution.

| Day of the week | Monday | Tuesday | Wednesday | Thursday | Friday |
|---------------------|--------|---------|-----------|----------|--------|
| Number of absentees | 68 | 62 | 54 | 52 | 64 |

Test whether the absence is uniformly distributed over the week. The C.R. of chi-square with d.f. = 4 and $\alpha = 0.05$ is 9.49.
