

I Semester M.B.A. (Day) Degree Examination, January/February 2007

(Updated Scheme)

MANAGEMENT

1.6 : Research Methodology

Time : 3 Hours

Max. Marks : 75

*Instruction: Answer all Sections.*

SECTION – A

1. Answer **any six** of the following. Each question carries **two** marks. (6×2=12)
- Define research and state two of its characteristics.
  - State two major differences between pure research and applied research.
  - What is a hypothesis ?
  - What are the characteristics of a good sample ?
  - Mention any two sources of primary and secondary data.
  - Give two important differences between schedule and questionnaire.
  - What is editing ?
  - What is descriptive analysis ?
  - What is inferential statistics ?

SECTION – B

Answer **any four** of the following. Each question carries **5** marks. (4×5=20)

- What kinds of literature should a researcher review and for what purpose ?
- Differentiate probability sampling and non-probability sampling.
- What is meant by formulation of research problem ? What does it involve ?
- What are the requirements of a successful interview ?
- List and describe the types of questions to be avoided with examples.
- What is meant by level of significance ? How is it interpreted ?

P.T.O.

SECTION - C

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

8. Select a hypothetical case to state a research problem and prepare a research design for its study.
9. What are the issues involved in selecting sampling methods for a given study ?
10. Describe the procedure and use of:
  - a) Word association test.
  - b) Sentence completion test.
  - c) Story completion test.
11. What is a rating scale ? In what alternate forms can it be designed ? What are its merits and demerits ?
12. In a survey of brand preference of high school students for soft drinks, the following results were obtained:

	Brand A	Brand B	Brand C
Boys	25	30	52
Girls	46	22	28

Was there any relationship between the brand preference and the gender of the consumers. Use a two-tailed test at the 0.05 level of significance.

SECTION - D

This Section is **compulsory**. It carries **13** marks. **(1×13=13)**

13. a) Enlist the conditions for applying  $\chi^2$  test.
- b) A book has 700 pages. The number of pages with various numbers of misprints is recorded below. At 5% significant level are the misprints distributed according to Poisson Law ?

<b>No. of misprints (X)</b>	:	0	1	2	3	4	5
<b>No. of pages with X misprints</b>	:	616	70	20	2	1	1