



PG – 596

II Semester M.B.A. (Day) Degree Examination, June 2009

(2007-08 Scheme)

MANAGEMENT

Paper – 2.1 : Research Methodology and Technical Writing

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** of the following questions. **Each** question carries **two** marks.

(6×2=12)

- a) What is Null Hypothesis ? Give an example.
- b) Give examples for Basic and Applied research.
- c) What is a Nominal ratio ?
- d) Explain the meaning of Measurement in Research.
- e) What do you understand by Business Research ?
- f) What is 'Causal Research' ?
- g) Differentiate between a questionnaire and schedule.
- h) List the various classifications of Research Design.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **eight** marks.

(3×8=24)

2. Distinguish between Primary and Secondary Data.
3. Explain the following methods of sampling – (a) stratified sampling (b) simple random sampling (c) systematic sampling and (d) snowball sampling.
4. List the different types of scales and differences between them. Give examples.

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5. A market research executive conducted a study to understand the relationship between sex and use of shampoo. A sample of 200 (above the age of 30) were randomly selected, and the data is tabulated below :

	Use Shampoo	Do not use Shampoo	Total
Male	40	60	100
Female	70	30	100
Total	110	90	200

What do you conclude in terms of relationship between sex and use of shampoo ?

6. Raju Restaurant near the railway station at Falna has been having average sales of 500 tea cups per day because of the development of bus stand nearby its expect to increase its sales. During the first 12 days after the start of the bus-stand, the daily sales were as under :

550, 570, 490, 615, 505, 580, 570, 460, 600, 580, 530, 526
 On the basis of this information, can one conclude that sales have increased? Use 5% level of significance.

SECTION – C

Answer **any two** of the following questions. **Each** question carries **twelve** marks.

(2×12=24)

7. Describe the contents of a business research report.
8. What are descriptive studies ? Bring out their merits and limitations.
9. A potential buyer of fluorescent lamps bought 50 lamps of each of two brands viz., National lamps and Indian lamps. Upon testing these lamps, he found that the brand National had a mean life of 1282 hours with standard deviation of 80 hours, whereas, the brand Indian had a mean life of 1208 hours with a standard deviation of 94 hours. At 5 percent level of significance, can the buyer conclude that both brands have the same mean life ?



SECTION – D

10. **Compulsory** question. The question carries **fifteen** marks.

MTV : The World’s Most Widely Distributed TV Network

The Situation

MTV Networks, which includes MTV, Nickelodeon, and VH1, have earned big profits for parent Viacom. The company has used a free-flowing corporate culture and a group of power brands to grow profits by 25 percent annually during the 1990s. As of 2006, MTV was the world’s most widely distributed television network, reaching more than 400 million households in 164 countries and territories.

Tom Freston, CEO of MTV, actually took MTV as a small startup and turned it into a cultural behemoth. While MTV has become an icon all over the world, gluing millions of viewers to its programming, it is constantly trying to keep up with what’s popular and keep its viewers watching.

MTV is always trying to find new ways to engage its target audience, 18-24-year-olds. This has not always been an easy task. For example, the channel had fading hits like “Beavis and Butthead” and “The Real World”. Ratings began to slip as users complained that there was no longer music on MTV. Telephone surveys were conducted with the 18-24-year-old group. The sample was selected by choosing households based on computerized random digit dialing. If the household had 18-24-year-olds, one person was selected using the next birthday method. The results of this survey showed that MTV needed a makeover.

- 1) Because trends come and go, it is important for MTV to stay in touch with its audience and know their wants. Tom Freston especially wants to keep in touch with the 18-24-year-olds through periodic surveys. What sampling technique would you recommend ?
 - 2) Discuss the role of the type of sampling technique you recommend in enabling Tom Freston to keep in touch with the target audience.
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