



PG – 001

**II Semester M.B.A. (Day) Degree Examination, July 2011
(2007-08 Scheme)
MANAGEMENT**

Paper – 2.1 : Research Methodology and Technical Writing

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all Sections.

SECTION – A

1. Answer **any six** of the following questions. **Each** question carries **two** marks. (6×2=12)
- List the types of research based on the purpose of research.
 - What is a 'hypothesis' ?
 - What is an attribute ? How is it different from 'variable' ?
 - Explain the meaning of 'snowball sampling'.
 - What do you understand by Business Research ?
 - What is 'Exploratory Research' ?
 - Differentiate between a questionnaire and schedule.
 - Differentiate data and information.
 - What is coding ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **eight** marks. (3×8=24)

- Explain the different methods of sampling in brief.
- Briefly explain the different methods of collecting primary data.
- What is Literature Review ? Explain its purpose.

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5. Outline the different steps involved in carrying out Research.
6. From the data given below about the treatment of 250 patients suffering from a disease, state whether the new treatment is superior to the conventional treatment :

Treatment	No. of patients		
	Favourable	Not favourable	Total
New	140	30	170
Conventional	60	20	80
Total	200	50	250

(Given for degree of freedom = 1, chi-square 5 per cent = 3.84.)

SECTION – C

Answer **any two** of the following questions. **Each** question carries **twelve** marks.
(2×12=24)

7. What are the sources of Research Problem ? Explain the criteria for selection of research problem.
8. Explain the contents of a 'Research Report'.
9. An IQ Test was administered to 5 persons before and after they were trained. The results are given below :

Candidates	I	II	III	IV	V
IQ before training	110	120	123	132	125
IQ after training	120	118	125	136	121

Test whether there is any change in IQ after the training program.

SECTION – D

10. **Compulsory** Question. The question carries **fifteen** marks. (1×15=15)

What is Research Design ? Make a Research Design for a research topic entitled "Customer Behaviour towards 3D Televisions".
