



PG – 098

**II Semester M.B.A. (Day) Degree Examination, June/July 2013  
(Scheme : 2007-08)**

**MANAGEMENT**

**Paper – 2.1 : Research Methodology and Technical Writing**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

1. Answer any six of the following. Each question carries two marks. (6×2=12)

- a) Define Scientific Research.
- b) State the sources for literature review.
- c) What is 'Business Research' ?
- d) What is observation ?
- e) What is a null hypothesis ?
- f) List the different parametric tests.
- g) Define sampling.
- h) What is deductive approach ?

**SECTION – B**

Answer any three of the following. (3×8=24)

2. What is the meaning of 'measurement' in research ? Mention the types of primary measurement scales.
3. Briefly describe the contents of a research report.
4. Discuss Type I and Type II error in hypothesis testing.
5. Distinguish between pure research and applied research.
6. Distinguish between primary data and secondary data.

P.T.O.



## SECTION - C

Answer any two of the following questions.

(2x12=24)

7. Define sampling. Describe briefly the different types of probability sampling.
8. Define research design. Explain the various phases in research designing.
9. A tea company appoints four salesmen A, B, C and D and observes their sales in three seasons Summer, Winter and Monsoon. The figures (in Lakh Rs.) are given in the following table :

Seasons	Salesmen				Total
	A	B	C	D	
Summer	36	36	21	35	128
Winter	28	29	31	32	120
Monsoon	26	28	29	29	112
Total	90	93	81	96	360

Carry out an analysis of variance.

## SECTION - D

Case study **Compulsory**

(1x15)

10. Answer the following question it carries 15 marks.

The Situation :

When you think of the word "monster," what do you think ? Scary creatures under your bed ? Elmo and Grover from *Sesame Street*? The Walt Disney movie titled *Monsters, Inc.* ? These days, the word "monster" also refers to the online job search company that has connected millions of job searchers with employers. This company ([www.monster.com](http://www.monster.com)) was founded in 1994 by Jeff Taylor, and Sal Iannuzzi was appointed chairman and CEO in 2007. It is the leading online global careers network and the world's number one hiring management resource. As of 2008, its clients included more than 90 of the *Fortune* 100 and approximately 490 of the *Fortune* 500 companies. The company had operations in 36 countries around the world. No wonder this company has added a whole new meaning to the word *monster*.



Monster makes heavy use of marketing research techniques in a unique way. Unlike companies such as Nielsen that conduct marketing research for different companies, Monster researches companies that are in need of employees to fill their positions and provides the service of matching job searchers to these companies. Although Monster is doing well, more and more companies have followed in Monster's footsteps and have entered the arena of providing job search services. These competing companies include HotJobs (hotjobs.yahoo.com), Kforce(www.kforce.com), eJobs(www.ejobs.com), and eCareers(www.ecareers.org). With all of these different services available, the market is beginning to become saturated with internet recruiting Web sites. It is important for Monster, now more than ever, to differentiate itself from the competition.

- 1) The success of Monster lies in matching the companies' job specifications with the skills and qualifications of job applicants. What scaling techniques should Monster use to measure companies' job specifications and job applicants' skills and qualifications ?
- 2) Discuss the role of the type of scaling technique you recommend in enabling Sal Iannuzzi to match companies' job specifications and job applicants' skills and qualifications and thereby increase the market share of Monster.