



PG – 943

II Semester M.B.A. Degree Examination, July 2016
(2007-08 Scheme)
MANAGEMENT

2.1 : Research Methodology and Technical Writing

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all Sections.

SECTION – A

1. Answer **any six** questions. Each carries 2 marks. (6×2=12)
- What are the main components of a good research study ?
 - How do you define research problem ?
 - What are the steps in processing of research data ?
 - What do you mean by Type I error and Type II error ?
 - Mention the various scaling techniques used in business research.
 - What do you mean by questionnaire ?
 - What is Scientific Research ?
 - Define Sampling Unit.

SECTION – B

- Answer **any three** questions. Each carries 8 marks. (3×8=24)
- Explain the steps that need to be accomplished in order to complete the research study.
 - Describe the different types of sampling design.

P.T.O.



4. The following table gives the monthly sales (in thousand rupees) of a certain firm in three states by its four salesmen :

States	Salesmen				Total
	A	B	C	D	
X	5	4	4	7	20
Y	7	8	5	4	24
Z	9	6	6	7	28
Total	21	18	15	18	72

Set up an analysis of variance table for the above information. Calculate F-coefficients and state whether the difference between sales affected by the four salesmen and difference between sales affected in three states are significant.

5. Discuss the format of Research report.
 6. Briefly explain the process of hypothesis testing.

SECTION - C

Answer any two questions. Each carries 12 marks.

(2x12=24)

7. Define hypothesis testing. Distinguish between parametric and non parametric tests.
 8. What do you mean by the term 'measurement' ? Explain the characteristics and various types of measurement scales.
 9. Ten young recruits were put through a strenuous physical training programme by the army. Their weights (in kg) were recorded before and after with the following results :

Recruit	1	2	3	4	5	6	7	8	9	10
Weight before	127	195	162	170	143	205	168	175	197	136
Weight after	135	200	167	182	147	200	172	186	194	141

Using 5% level of significance should we conclude that the programme affects the average weight of young recruits (Answer using t-test).



SECTION - D
(Compulsory)

Case Study :

(1x15=15)

10. Prestige consulting services offer personalised investment advice to their customers. They are located at a prime location where corporate offices of major multinational companies are located. Thus, the organisation has a huge customer base of 2450 platinum and 3400 gold customers (based on the investment of over Rs. 10 lakh and between Rs. 5 to 10 lakh respectively). The management of Prestige is looking at expanding its operation in the other metros. Over the last years, they have been offering advice in all financial instruments and other investment options. Management is concerned with how its customers rate the service and the personnel at the consultancy, and they would like to know the customer's impressions of Prestige. Design a mail questionnaire that can be sent to the bank's customers to obtain the desired information.
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