

(6 pages)

Reg. No. :

Code No. : 5463

Sub. Code : KBAM 31/
PBAM 33

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

Third Semester

Business Administration

RESEARCH METHODOLOGY

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Research relating to specific product, service or system or campaign is known as
- (a) Applied research (b) Business research
(c) Action research (d) Descriptive study

2. _____ is an analytical technique that is used to develop meaningful subgroup of entities which are homogeneous or compact with respect to certain characteristics.

(a) Cluster membership
(b) Cluster analysis
(c) Conjoint analysis
(d) Communality

3. _____ of data collection deals with the recording of behavior of respondents/sampling units.

(a) Interview method
(b) Telephonic method
(c) Observation method
(d) Experimental method

4. In _____ methods, a respondents is asked to rank a set of stimuli (or brands) based on the certain attribute/characteristic.

(a) judgment (b) rating
(c) sorting (d) ranking

5. _____ is defined as the chance of occurrence of an event.

(a) Probability (b) Observation
(c) Judgment (d) Interview



6. _____ is an improvised sampling over simple random sampling and systematic sampling.
(a) Systematic sampling
(b) Stratified sampling
(c) Cluster sampling
(d) Random sampling
7. _____ is an assumption about population.
(a) Attitude (b) Measurement
(c) Event (d) Hypothesis
8. _____ is the dependence of a variable on one or more variables.
(a) Regression (b) Correlation
(c) Factor (d) None of the above.
9. A research report can be classified into decision oriented report and _____.
(a) technical report
(b) research oriented report
(c) survey based report
(d) algorithmic research report
10. _____ is assigning unique number to each and every unit of population.
(a) Sampling frame
(b) Scheduling
(c) Correlation coefficient
(d) Reliability

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Distinguish between fundamental research and applied research.

Or

- (b) Distinguish between primary and secondary data.

12. (a) Why is sampling used in marketing research?

Or

- (b) Discuss about stratified random sampling.

13. (a) Distinguish between type-I error and type - II error.

Or

- (b) How is hypothesis tested?

14. (a) What are the advantages of factors analysis?

Or

- (b) Write a note on signed rank test.

15. (a) Why is a report prepared?

Or

- (b) Briefly explain the layout of research report.

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) List and explain the steps in research process.
Or

(b) What are the methods of collecting primary data? Compare and contrast them.

17. (a) Discuss the following sampling techniques:

- (i) Cluster sampling
- (ii) Simple random sampling.

Or

(b) What is attitude? Why is its measurement important in Research Methodology?

18. (a) Explain the types of hypothesis with suitable examples.

Or

(b) Write a note on t test.

19. (a) What is correlation coefficient? Discuss the correlation coefficient in management decision making.

Or

(b) Discuss u test.

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20. (a) What are the types of report? Explain them in brief.

Or

(b) Describe the significance of report writing.

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