

(6 pages)

Reg. No. :

Code No. : 6789

Sub. Code : HBAM 24

M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2013.

Second Semester

Business Administration

RESEARCH METHODOLOGY

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. What means search of published data
(a) Inspiration (b) Exploration
(c) Experiment (d) None
2. Reviews which are regularly done for proposal are:
(a) Informal (b) Formal
(c) Technical (d) None

3. Which concerns information gathered
(a) Record (b) Intranet
(c) Data entry (d) None
4. Listing of population elements from the sample is called
(a) Rating (b) Exploration
(c) Sample frame (d) None
5. When a null hypothesis is rejected
(a) Type I error (b) Type II error
(c) Type III error (d) None
6. The Co-efficients estimate on sample data is denoted by
(a) r (b) $r-1$
(c) $r = 0$ (d) None
7. When the calculated value is larger then the critical value is
(a) Accepted (b) Rejected
(c) Collected (d) None

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8. Which test are used to have a single sample
(a) Two sample test (b) One sample test
(c) ANOVA (d) None

9. Which report is for non-technical client
(a) Management report
(b) Client report
(c) Technical report
(d) None

10. The report which include full and detailed report is
(a) Short report (b) Technical report
(c) Long report (d) None

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Define Research and state its objectives?

Or

- (b) Explain Research in Business?

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12. (a) Discuss the Test of sound measurement?

Or

- (b) Explain how will you design a questionnaire.

13. (a) Explain the logic of Hypothesis testing.

Or

- (b) Differentiate between Type I and Type II error?

14. (a) Explain MCNemer Test?

Or

- (b) Explain in detail one sample Runs Test?

15. (a) Explain the contents of Research Report.

Or

- (b) Distinguish Technical and management report.

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[P.T.O.]



PART C — ($5 \times 8 = 40$ marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) Distinguish between omnibus and syndicated research study.

Or

- (b) Differentiate between concept and variable.

17. (a) Differentiate between systematic and error variance.

Or

- (b) Why should a researcher use sample method?

18. (a) Distinguish between r^2 and r .

Or

- (b) Differentiate F and t^2 .

19. (a) Explain non parametric test of Hypothesis.

Or

- (b) Discuss about Fisher's Test.

20. (a) Explain the techniques of Interpretation.

Or

- (b) Discuss what are all the contents of a good report.

