

(6 pages)

Reg. No. :

Code No. : 7931

Sub. Code : HBAM 24

M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2016.

Second Semester

Business Administration

RESEARCH METHODOLOGY

(For those who joined in July 2012 and
afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer.

1. An individual offer to produce a service is
(a) project (b) proposal
(c) experience (d) none
2. Reviews which are regularly done for
proposal are
(a) Informal (b) Formal
(c) Technical (d) None

3. Random Sampling is an example of ———.

- (a) probability
- (b) sample
- (c) systematic variance
- (d) probability sampling

4. A versatile form of probability sampling is

- (a) random sampling
- (b) systematic sampling
- (c) sample frame
- (d) probability sampling

5. Which hypothesis is used for testing?

- (a) Sampling
- (b) Null Hypothesis
- (c) Alternative hypothesis
- (d) None

6. Which test is used to determine the
significance between a mean and a
parameter

- (a) z test (b) f test
- (c) chi square test (d) d test

Page 2

Code No. : 7931



7. Which analysis is a term for specific computational techniques?
- (a) chi square (b) null hypothesis
(c) factor analysis (d) none
8. Which technique is used to group similar objects?
- (a) sample (b) probability
(c) cluster (d) none
9. Which statement contains the need for the project?
- (a) problem statement
(b) mission statement
(c) vision statement
(d) none
10. Bibliography is a use of
- (a) Primary data
(b) Secondary data
(c) Research design
(d) None

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the methods of Data collection.

Or

- (b) Explain the significance of research.

12. (a) Explain what is a sampling frame.

Or

- (b) Explain the various scaling techniques followed.

13. (a) Explain the types of test.

Or

- (b) Explain how to select a test.

14. (a) Describe the sign test and its application.

Or

- (b) Differentiate correlation and regression.

15. (a) Explain the significance of interpreting a data.

Or

- (b) Explain the mechanics of writing report.



PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Describe the characteristics of scientific method.

Or

- (b) Explain the benefits of a research study.

17. (a) Explain the source of error in measurement.

Or

- (b) Explain in detail various forms of diagrammatical representation.

18. (a) Explain Z test and its applications.

Or

- (b) Explain the chi square test and its sources.

19. (a) Distinguish $r = 0$ and $p = 0$.

Or

- (b) Explain grading technique.

Page 5 Code No. : 7931

20. (a) Explain techniques in oral presentation.

Or

- (b) Explain latest techniques in diagrams.
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Page 6 Code No. : 7931

