

(6 pages)

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**Sub. Code : KBAM 31/
PBAM 33**

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

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. Each step in the research proposal builds on _____.
 - (a) references
 - (b) peer critics
 - (c) authors critique
 - (d) problem statement

2. A systematic and controlled complex process _____.
- (a) deductive reasoning
 - (b) generalization
 - (c) research consumer
 - (d) scientific approach
3. Research methodology is a way to _____.
- (a) analyze the Data required for research
 - (b) solve the research problem systematically
 - (c) select the required sample size
 - (d) utilize the data to solve a problem
4. A closed question means _____
- (a) The respondent is given a limited choice of possible answer
 - (b) The final question of the interview
 - (c) The responses are difficult to codify
 - (d) The interviewer can embellish the interviewees answer
5. Which of the following is an example of a directional hypothesis?
- (a) Caffeine affects reaction time
 - (b) Absence makes the heart grow fonder
 - (c) Stress levels will correlate with illness
 - (d) Rising ambient temperature changes levels of aggression

6. Data analysis can be in _____
- (a) Statistical form
 - (b) Descriptive form
 - (c) Explanatory form
 - (d) Descriptive, explanatory and graphical form
7. In case of multiple correlation coefficients _____.
- (a) The t test is used and works out the test statistic
 - (b) The f test is used and works out the test statistic
 - (c) The t and f tests are used and to calculate the test statistic
 - (d) The mean variance test is used and to calculate the test statistic
8. Experimental design is based on _____
- (a) Trial and error
 - (b) Identification
 - (c) Surveying
 - (d) Narrating

9. Research report should be written in a concise and objective style in _____
- (a) Standard language
 - (b) American English
 - (c) British English
 - (d) Simple language
10. The major component of the research study is _____
- (a) collection of data
 - (b) selecting a Sample
 - (c) hypothesis testing
 - (d) report writing

PART B — ($5 \times 5 = 25$ marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the significance of research.
- Or
- (b) Bring out the features of research problem
12. (a) What are the advantages of Sampling?
- Or
- (b) What are the essential characteristics of a good Questionnaire?

13. (a) Explain the meaning of hypothesis with example.

Or

- (b) List out the benefits of t test.

14. (a) Discuss the importance of regression analysis.

Or

- (b) What is one sample runs test? State its characteristics.

15. (a) Distinguish between footnotes and bibliography.

Or

- (b) Bring out the characteristics of technical report.

PART C — ($5 \times 8 = 40$ marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the types of research design.

Or

- (b) Explain the various methods of data collection with suitable examples.

17. (a) Explain the methods of sampling with suitable examples.

Or

- (b) Examine the features of Likert scales.

18. (a) Describe the procedure for testing hypothesis.

Or

- (b) Explain the features of chi-square test.

19. (a) Explain conjoint analysis and its advantages.

Or

- (b) List out the advantages of factor analysis.

20. (a) Discuss various types of reports.

Or

- (b) Discuss the steps in writing a report.
