

MBA 05

M.B.A .DEGREE EXAMINATION, JUNE 2006.

First semester
(Common for HRM/Marketing/Finance/ International Business)

RESEARCH METHODOLOGY

Time: Three hours

Maximum: 100 marks

SECTION A -(5 x 6 = 30 marks)
Answer any FIVE questions

1. What criteria should a research problem satisfy?
2. Write a short note on null hypothesis .
3. What do you mean by sampling error?
4. What is participant observation?
5. Narrate the properties of normal distribution.
6. What is a decision tree?
7. What do you understand by discriminate analysis?
8. What are the different types of research report?

SECTION B -(5 x 10 = 50 marks)
Answer any FIVE questions

9. Elaborate the steps involved in conducting survey research.
10. Discuss the various steps involved in the preparation of a research design.
11. Describe the guidelines to be followed in constructing a Questionnaire.
12. What are the main points of differences between cluster sampling and stratified sampling?
13. A sample of 400 male students has the mean height of 67.47 inches .Can this simple be regarded as coming from a population with mean height 67.39 inches and standard deviation 1.3 inches .Test at 5 % level of significance.
14. If 400 eggs are selected at random from a large consignment and 50 are found to be bad ,What are the approximate 3 standard errors limits for the proportion of bad eggs in the whole consignment.
15. The theory predicts that proportion of beans in the four groups A, B,C and D should be 9:3:3:1 .In an experiment among 1600 beans , the numbers in the four groups were 882,313,287 and 118. Does the experimental result support the theory? Apply χ^2 test.
16. Explain the significance of a research report and narrate the various steps involved in writing such a report.

SECTION C -(1 x 20 = 20 marks)

17. The marketers of the beverage Horlicks have introduced a glucose biscuit under the same brand name. Another established biscuit manufacturer is interested in finding out the market reaction to the new product and the implications of his own sales. Suggest the hypothesis to be tested in the above situation.
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