

**M.B.A. DEGREE (FT) II SEMESTER EXAMINATION, MAY 2007**

**SMS 2207 RESEARCH METHODOLOGY**

Time: 3 Hours

Maximum marks : 50

(Answer **ALL** questions)  
(All questions carry **EQUAL** marks)

(5x 10 = 50)

- I. A. Discuss the process of business research.  
OR  
B. Explain various types of research designs.
- II. A. Analyse the steps involved in formulation of a problem with an example.  
OR  
B. What are the aspects one should consider while designing a questionnaire ?
- III. A. Elaborate the popular classification of measurement scales with examples.  
OR  
B. Discuss the significance of interview as a method of data collection.
- IV. A. What are the steps in writing of a research report ? Elaborate.  
OR  
B. Discuss the aspects to be considered while writing a report effectively.
- V. A. Write short notes on:  
(i) Cluster analysis  
(ii) Multiple regression  
(iii) Correlation  
OR  
B. Explain various methods of factor analysis.

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