

(a) Vegetarian/Non Vegetarian

(b) Non Vegetarian/Fost free

(c) Size of Refrigerator and family

(d) Brand first/Shop first

(e) Buying behaviour/Changing behaviour.

MBA 05

M.B.A. DEGREE EXAMINATION, JUNE 2007.

First Semester

Common for HRM/Marketing/Finance/
International Business

Paper V — RESEARCH METHODOLOGY

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. How do you define a research problem? Give three examples to illustrate your answer.
2. What is research design? Discuss the basis of stratification to be employed in sampling public opinion on inflation.
3. How does the case study method differ from the survey Method? Analysis the merits and limitation of case study method in sociological research.
4. The foreman of ABC mining company has estimated the average quantity of Iron ore extracted to be 36.8 tones per shift and the sample standard deviation to be 2.8 tones per shift, based upon a random selection of 4 shifts, construct a 90% confidence interval around this estimates.

5. A die is thrown 132 times with the following results.

Number turned up : 1 2 3 4 5 6

Frequency : 16 20 25 14 29 28

Is the die unbiased?

6. Mention the different types of report, particularly pointing out the different between a technical report and a popular report.

7. What is the significance of using multiple discriminate analysis? Explain in brief the technical details involved in such a technique.

8. Write a short note on “Documentation” in the context of research report.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. “Empirical research in India in particular creates so many problems for the research”. State the problems that are usually faced by such researchers.

10. “The task of defining the research problem often follows a sequential pattern”. Explain.

11. Give your understanding of a good research design. Is single research suitable in all research studies? If not, why?

12. Examine the merits and limitation of the observation method in collecting materials. Illustrate your answer with suitable examples.

13. How will you differentiate between descriptive statistics and inferential statistics? Describe the important statistical measure often used to summarize the survey/research data.

14. Describe briefly commonly used sampling distributions.

15. Write a short notes on :

(a) Cluster Analysis

(b) Maximum Likelihood method of factor analysis.

16. Mention the different types of report, particularly pointing out futures of technical report.

SECTION C — (1 × 20 = 20 marks)

Case Study – Compulsory.

17. Case Study – Satisfying Customer Need :

A customer approaching a Godrej Refrigerator (Exclusively) dealer. By considering the following how will you match the product to the customer for the satisfaction?