

JU – 2922

I Semester M.B.A. (Day) Degree Examination, Jan./Feb. 2006

(Updated Scheme)

MANAGEMENT

1.6: Research Methodology

Time: 3 Hours

Max. Marks: 75

SECTION – A

1. Answer **any six** of the following. **Each** question carries **2** marks. (6×2=12)
- How is Basic Research different from Applied Research ?
 - What are the characteristics of a good research problem ?
 - What are the advantages of pre-testing of a research tool ?
 - Why is control group necessary in an experimental study ?
 - What is descriptive method of research ?
 - Why is tabulation important in research ?
 - What are the different types of errors in rating ?
 - What are focus groups ?
 - When do we use double sampling in research ?

SECTION – B

- Answer **any four** of the following. **Each** question carries **5** marks. (4×5=20)
- What is interview ? Enumerate the conditions necessary for a successful interview.
 - Briefly explain the need and functions of review of related literature ?
 - How are variables classified in terms of their measurement and functional aspects ?
 - Illustrate the four kinds of scales of measurement used in collecting data for research purposes ?
 - What are the advantages and disadvantages of observation as a data collecting device ?

P.T.O.

7. Two salesmen A and B are employed by a company. Recently, it has conducted a sample survey yielding the following data:

	Salesman A	Salesman B
Number of Sales	40	50
Average Sales ('000 Rs.)	800	680
Standard Deviation	80	60

Find whether there is any significant difference between the average means of the two salesmen. (use $\alpha = 0.05$)

SECTION - C

Answer **any three** of the following. **Each** question carries **10** marks. (3×10 = 30)

8. Why should an hypothesis be clearly stated before research is initiated ? What are the characteristics of a good hypothesis ? Distinguish between directional and non-directional hypothesis.
9. Explain the concept of attitude. How do you construct an attitude scale to measure the attitude of workers towards the activities of the union, using Likert's method ?
10. What is reliability ? Explain any two procedures available for determining the reliability of a research tool with their merits and demerits.
11. State the conditions necessary for the use of the following sampling techniques:
 - a) Simple random sampling
 - b) Stratified random sampling
 - c) Systematic sampling
 - d) Snowball sampling
12. a) What is Kulmogorov-Smirnov test ?
 - b) A company has conducted a field survey covering 200 respondents. They were asked to indicate on a five-point scale about the durability of a product important to them. The responses are given below:

Very important	50
Somewhat important	60
Neither important nor unimportant	20
Somewhat unimportant	40
Very unimportant	30

Formulate the appropriate hypothesis and test it at 0.05 level of significance.

SECTION – D

This question is **compulsory**. It carries **13** marks.

13

13. a) What is chi-square ? What are its uses ?
- b) A manager of a company is interested in trying to find out whether absenteeism is greater on one day of the week than on another. His records for the past year gives the following distribution.

Day of the week	Monday	Tuesday	Wednesday	Thursday	Friday
Number of absentees	68	62	54	52	64

Test whether the absence is uniformly distributed over the week. The C.R. of chi-square with d.f. = 4 and $\alpha = 0.05$ is 9.49.

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1.6 : Research Methodology

Time : 3 Hours

Max. Marks : 75

Instruction: Answer all Sections.

SECTION – A

1. Answer **any six** of the following. Each question carries two marks. (6×2=12)
- Define research and state two of its characteristics.
 - State two major differences between pure research and applied research.
 - What is a hypothesis ?
 - What are the characteristics of a good sample ?
 - Mention any two sources of primary and secondary data.
 - Give two important differences between schedule and questionnaire.
 - What is editing ?
 - What is descriptive analysis ?
 - What is inferential statistics ?

SECTION – B

- Answer **any four** of the following. Each question carries 5 marks. (4×5=20)
- What kinds of literature should a researcher review and for what purpose ?
 - Differentiate probability sampling and non-probability sampling.
 - What is meant by formulation of research problem ? What does it involve ?
 - What are the requirements of a successful interview ?
 - List and describe the types of questions to be avoided with examples.
 - What is meant by level of significance ? How is it interpreted ?

P.T.O.

SECTION - C

Answer **any three** of the following. **Each** question carries **10** marks. **(3×10=30)**

8. Select a hypothetical case to state a research problem and prepare a research design for its study.
9. What are the issues involved in selecting sampling methods for a given study ?
10. Describe the procedure and use of:
 - a) Word association test.
 - b) Sentence completion test.
 - c) Story completion test.
11. What is a rating scale ? In what alternate forms can it be designed ? What are its merits and demerits ?
12. In a survey of brand preference of high school students for soft drinks, the following results were obtained:

	Brand A	Brand B	Brand C
Boys	25	30	52
Girls	46	22	28

Was there any relationship between the brand preference and the gender of the consumers. Use a two-tailed test at the 0.05 level of significance.

SECTION - D

This Section is **compulsory**. It carries **13** marks. **(1×13=13)**

13. a) Enlist the conditions for applying χ^2 test.
- b) A book has 700 pages. The number of pages with various numbers of misprints is recorded below. At 5% significant level are the misprints distributed according to Poisson Law ?

No. of misprints (X)	:	0	1	2	3	4	5
No. of pages with X misprints	:	616	70	20	2	1	1