

USN

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

14MBA23

Second Semester MBA Degree Examination, Dec.2016/Jan.2017
Research Methods

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What are different features of good research? (03 Marks)
- 2 Define projective technique. (03 Marks)
- 3 What is a sample design? (03 Marks)
- 4 What are different primary sources of data? (03 Marks)
- 5 What is meant by data cleaning? (03 Marks)
- 6 What is ANOVA? (03 Marks)
- 7 State the impotence of report writing. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 "The task of defining the research problem often follows sequential pattern". Explain. (07 Marks)
- 2 What is observation research? Explain its types. (07 Marks)
- 3 What are sampling errors? How do reduce these errors? (07 Marks)
- 4 What is qualitative research? Explain classification of qualitative research procedure. (07 Marks)
- 5 Explain the data preparation process. (07 Marks)
- 6 Explain the procedure for hypothesis testing. (07 Marks)
- 7 What are different type of report? Explain. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Describe the steps in marketing research process. (10 Marks)
- 2 How are research design classified? What are the distinguishing features of each? (10 Marks)
- 3 Why probability sampling is generally preferred in comparison to non – probability sampling? Explain the types of probability sampling. (10 Marks)
- 4 Discuss most widely used classification of measurement scales. (10 Marks)

- 5 Write a short note on :
- i) Pie – chart
 - ii) Barchart
 - iii) Histogram
 - iv) Frequency polygon.
- (10 Marks)
- 6 Explain sampling design process. (10 Marks)
- 7 Describe a commonly used format for writing marketing research report. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

TOURISM DEPARTMENT TELEPHONES BIRTHDAY BOY AND GIRLS.

A Telephone survey was conducted for the Florida department of Tourism to gain an understanding of travel behavior of in state residents. The households were partitioned by North, Central, and South Florida regions. In 2003, there were approximately 16 million Florida residents. A computerized random – digit sample (with the help of a computer program) was used to reach these households. Households were screened to locate family member who meet four qualifications.

- i) Age 25 are older
- ii) Live in Florida at least seven month of the year.
- iii) Have lived in Florida at least 2 year
- iv) Have Florida driver's license.

To obtain a representative sample of qualified individuals, a random method was used to select the respondent from within a house hold. All house hold members meeting the four qualifications were listed and the person with the next birthday was selected. Repeated call backs were made to reach that person.

Questions:

- a) Identify the target population.
- b) Which is the appropriate method of sampling?
- c) What is the sampling frame used?
- d) Explain the execution of research.

(20 Marks)

* * * * *