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14MBA23

Second Semester MBA Degree Examination, June/July 2016
Research Methods

Time: 3 hrs.

Max. Marks:100

SECTION - A

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

- 1 Define research. (03 Marks)
- 2 State any three objectives of business research. (03 Marks)
- 3 What are the principles of experimental design? (03 Marks)
- 4 What is sampling error? (03 Marks)
- 5 Write short note on Likert scale. (03 Marks)
- 6 What is Chi-Square test? (03 Marks)
- 7 What is Report writing? (03 Marks)

SECTION - B

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

- 1 Distinguish between exploratory research and descriptive research. (07 Marks)
- 2 Describe the process of business research with example. (07 Marks)
- 3 What is scientific method in research? Explain its purposes. (07 Marks)
- 4 Explain in detail the methods of data collection. (07 Marks)
- 5 Describe in detail, the different types of data analysis. (07 Marks)
- 6 Explain the important parametric tests used for testing of hypothesis. (07 Marks)
- 7 Explain the essentials of a report. (07 Marks)

SECTION - C

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

- 1 Discuss the application of research in business decisions. (10 Marks)
- 2 Describe the various methods of observation research design with advantages and disadvantages. (10 Marks)
- 3 Discuss in detail various techniques of sampling. (10 Marks)
- 4 Explain the process of designing questionnaire. (10 Marks)

- 5 Discuss briefly the various levels of measurement scales with examples. (10 Marks)
- 6 Describe briefly the steps involved in testing of a statistical hypothesis in a systematic manner. (10 Marks)
- 7 Explain the steps involved in report writing. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

A company is engaged in the manufacturing of certain leather consumer products. The products are shoes, ladies leather hand bags, purses and belts. The company accounted for about 10% of the market share in shoes, which is its main product.

Since last two years, the company has been facing stiff competition from another firm which has come up recently in the city. This is reflected in the declining monthly sales. The company is concerned over this development and would like to regain its hold over the shoe market.

At a recent meeting of the board of directors, a decision was taken in favour of a systematic study by an outsider expert agency.

As a marketing consultant for the expert agency of research, how would you overcome the situation of problems in the case?

Questions:

1. Write the research objective for the given problem. (05 Marks)
2. What kind of research approach would you adopt and why? (05 Marks)
3. Which method of data collection would you select and why? (05 Marks)
4. Briefly explain the research methodology you would adopt in the study. (05 Marks)

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