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14MBA23

Second Semester MBA Degree Examination, June/July 2015
Research Methods

Time: 3 hrs.

Max. Marks: 100

SECTION - A

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

- 1 Mention any three objective of research. (03 Marks)
- 2 Define longitudinal research. (03 Marks)
- 3 What is Snow – ball sampling? (03 Marks)
- 4 What is a leading question? (03 Marks)
- 5 Define editing and coding. (03 Marks)
- 6 What are the errors in hypothesis testings? (03 Marks)
- 7 What is TAT? (03 Marks)

SECTION - B

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

- 1 Explain the criteria of a good research. (07 Marks)
- 2 How does exploratory research differ from descriptive research? (07 Marks)
- 3 Explain the different types of projective techniques used in qualitative research. (07 Marks)
- 4 Distinguish between cluster and stratified sampling. (07 Marks)
- 5 Explain the procedure of hypothesis testing. (07 Marks)
- 6 Explain the observation method of collecting primary data. (07 Marks)
- 7 Discuss the various non probability sampling methods. (07 Marks)

SECTION - C

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

- 1 Describe the steps in research process with the help of a flow chart. (10 Marks)
- 2 Explain the various experimental designs, with suitable example. (10 Marks)
- 3 Discuss the non – sampling error that can affect a field research. (10 Marks)
- 4 Describe the four primary scales of measurement employed in business research. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

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- 5 Discuss the steps in processing survey data for analysis. (10 Marks)
- 6 Describe the components of a written research report. (10 Marks)
- 7 Explain the circumstances when the following parametric and non parametric tests are relevant:
a) Z – test b) T – test c) F – test d) X^2 – test. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

A company is engaged in the manufacture 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 year, 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 favor of a systematic study by an outside expert agency.

As a marketing consultant for the expert agency, how would you answer the following questions :

- a) Write the research objective for the given problem. (05 Marks)
- b) What kind of research approach would you adopt and why? (05 Marks)
- c) Which method of data collection would you select any why? (05 Marks)
- d) Briefly explain the sampling designs you would adopt for the study. (05 Marks)
