



MBA (PT) DEGREE IV SEMESTER EXAMINATION MAY 2016

SMP 2401 RESEARCH METHODOLOGY

(Regular and Supplementary)

Time : 3 Hours

Maximum Marks : 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

1. Define research problem.
2. What do you mean by systematic sampling?
3. Define Chi Square statistic.
4. Write a note on scaling technique.
5. What is technical report?

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Explain the criteria of good research.
7. Distinguish between descriptive and exploratory research.
8. Explain the procedure for testing of hypothesis.
9. Write a note on analysis of variance of one-way classification.
10. Discuss the merits and demerits of (i) Factor analysis (ii) cumulative scales.
11. What are the different forms in which a research work may be reported?
12. What are the qualities of a good questionnaire?

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Briefly explain the different types of research.
14. The following information is obtained concerning an investigation of 50 ordinary shops of small size.

	Shops	
	In Towns	In Villages
Run by men	17	18
Run by women	3	12

Can it be inferred that shops run by women are relatively more in villages than in towns?

15. "Experimental method of research is not suitable in management field". Discuss?