MBA DEGREE (INTERNATIONAL BUSINESS) II SEMESTER EXAMINATION
APRIL 2013

SMI 2206 RESEARCH METHODOLOGY
(2012 Admissions)

Time: 3 Hours   Maximum Marks: 50

PART A
(Answer *ALL* questions)   (5 x 2 = 10)

1. What is participatory research?

2. What is stratified random sample?

3. What is Likert scale?

4. What is a research design?

5. Define the sampling distribution of 't'.

PART B
(Answer *any five* questions)

(4 x 5 = 20)

6. Discuss the importance of research in marketing.

7. Illustrate with a suitable example a 'research problem' and its statement.

8. What are the important methods for collection of primary data?

9. What are the qualities that a good questionnaire should have?

10. What is a 'hypothesis'? Explain briefly how a 95% confidence interval is set up for testing the difference between population mean and sample mean.

11. What is 'discriminant analysis'? Give an example of its application in research.

12. Explain briefly the suitability of one way ANOVA in managerial decision making.

PART C
(Answer *any two* questions)

(2 x 10 = 20)

13. What is a non parametric test? What are the major applications of X^2 test? The following table gives the data on job satisfaction and sex in a factory. Can you make any valid conclusions on the basis of X^2 test for this data

Sex / Satisfaction	Male	Female	Total
Satisfied	60	12	72
Not satisfied	20	8	28
Total	80	20	100

14. What are the methods used for analyzing the attitude of people? Construct a hypothetical example and illustrate.

15. A random sample of 5 rubber estates put 'on sale' in 3 different years was selected and the price quoted by each estate (per acre) was noted. Carry out an ANOVA to determine whether the mean price per acre was the same or not in the 3 different years considered.

Year	Price per acre				
2004	30000	34000	36000	38000	40000
2005	30000	35000	37000	38000	40000
2006	40000	41000	43000	44000	50000

Test at 0.05 level of significance.

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