



MBA.P.IV/04.13. 0413

MBA DEGREE (PT) IV SEMESTER EXAMINATION APRIL 2013

SMP 2403 RESEARCH METHODOLOGY

Time : 3 Hours

Max. Marks: 50

(5 x 10 = 50)

- I. A. Explain the various types of research.
OR
B. Write on experimental design in detail.
- II. A. Describe the various types of sampling techniques.
OR
B. Discuss the various scaling techniques used in the measurement of variables.
- III. A. Develop a questionnaire to study the impact of a television serial.
OR
B. Elaborate the various types of observation used for collection of primary data. Give examples.
- IV. A. Explain the various components involved in writing a research report.
OR
B. Discuss the layout and mechanics of a research report highlighting all relevant aspects.
- V. A. What are the procedures for hypothesis testing? Elaborate.
OR
B. What is discriminant analysis? Discuss the situations where it will be applied.
