



MBA.F.II/11.224

M.B.A. DEGREE (F.T) II SEMESTER EXAMINATION APRIL 2011

SMS 2207 RESEARCH METHODOLOGY

Time : 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Briefly explain the research process and types of research.
OR
B. Discuss about research application in private and public sector undertakings.
- II. A. What are the various sources of exploratory research? How does a stranger provide input for exploratory research?
OR
B. Discuss about sampling design and probability sampling methods.
- III. A. What are the various forms of questions used the tools of data collection?
OR
B. Describe the methods of survey used in data collection.
- IV. A. Explain with suitable example any one parametric test of hypothesis.
OR
B. List the essential ideas of Multivariate analysis of data.
- V. A. What are the essential substance of reports? Explain the criteria for good research report.
OR
B. What are the necessary components of oral presentation of research report?
