M.B.A. DEGREE (PT) IV SEMESTER EXAMINATION, APRIL 2010

SMP 2403 RESEARCH METHODOLOGY

Time: 3 Hours   Maximum marks : 50

(All questions carry *EQUAL* marks)

(5 x 10 = 50)

I.   A.   Discuss the role of research in Management Information System. In what ways research information are used by modern managers in decision-making purpose?

OR

        B.   Examine the significance of research in modern business management. What are its merits and limitations?

II.   A.   Define research design. Explain the context of using exploratory, descriptive and experimental research designs in management research.

OR

        B.   What is internal validity of research design? Discuss the major threats to internal validity. What the researcher can do to control these threats?

III.   A.   What do you understand by attitude measurement scale? Develop an attitude measurement scale to be used by a Beer producer inquiring about the product's image on the following aspects: Taste, Cost, Status, Calories and Quality.

OR

        B.   What is sampling? Discuss various steps involved in sampling process in management research. What are the advantages and limitations of sampling over census method?

IV.   A.   Explain the following briefly:
                (i)   Snow ball sampling
                (ii)   Validity and Reliability
                (iii)   Leading question and loaded question.
                (iv)   Undisguised and disguised interview.

OR

        B.   You have been asked to select a simple random sample from a population of 20,000 invoices to estimate the average amount per invoice. Suppose that the standard deviation of the population is Rs.500/-. Determine the sample size required if the allowable error is Rs.100/- and the confidence coefficient at 95%. You may ignore the finite population correction factor.

V.   A.   What is an executive report? What components are included in a report for executive? What information should each section incorporate?

OR

        B.   A car company wants to test the colour preference of the customers. A sample of 200 car owners has been selected and was shown the four shades with the following results. 80 preferred very light shade, 60 preferred the light shade, 40 preferred the bright shade and 20 preferred the dark shade. Does the results indicate a colour preference. Use Kolmogorov-Smirnov one sample test to answer the question.

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