



MBA.F.II/05.12.330

MBA (FT) DEGREE II SEMESTER EXAMINATION MAY 2012

SMS 2207 RESEARCH METHODOLOGY

Time: 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

- I. A. Discuss the role of research in management. What are the research applications in modern management?

OR

- B. Define research design. Explain its importance in social research. Distinguish between Latin Square design and Factorial design.

- II. A. Explain the following:

- (i) Relevance and Reliability
- (ii) Intentions and Motives
- (iii) Exploratory research and Descriptive research

OR

- B. What do we understand by field experiment?
What are the possible errors confounded in field experimentation?

- III. A. Discuss the importance of sample size decision in social research. Explain the major factors influencing sample size decision.

OR

- B. Define data. Explain the different types of data. What are the functions of each data?

- IV. A. Distinguish between:

- (i) Leading question and loaded question
- (ii) Nominal scale and Interval scale
- (iii) Snowball sampling and convenience sampling

OR

- B. An advertising company has designed three advertising copies (A) direct promise-benefit theme (B) provocative theme and (C) command theme for a client and each one is tested with six people. The result of the test is scaled and scores are given below:

<u>Informants</u>	<u>Adv. A</u>	<u>Adv. B</u>	<u>Adv. C</u>
1	6	4	5
2	7	4	5
3	5	5	4
4	8	7	7
5	8	7	8
6	8	6	7

Test whether there is a difference in the perceptions of the people towards the three advertising copies.

- V. A. What is the role of report writing in research? Explain briefly the following types of reports:

- (i) Report for publication
- (ii) Technical report
- (iii) Executive report

OR

- B. Write notes on the following:

- (i) Parametric and nonparametric test
- (ii) Type I and Type II error
- (iii) Sample distribution and sampling distribution
