



MBA.T.II/10.83

M.B.A DEGREE (TRAVEL AND TOURISM) II SEMESTER EXAMINATION  
JUNE 2010

SMT 2201 RESEARCH METHODOLOGY

Time: 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Explain clearly the importance of research in managerial decision making.  
**OR**  
B. What are the different types of research generally used in management science.
- II. A. Explain briefly the operational and administrative structure for research.  
**OR**  
B. What are the different methods of primary data collection.
- III. A. Explain clearly the significance of field work in research.  
**OR**  
B. Distinguish between univariate and bivariate representation of data.
- IV. A. What is a hypothesis? Explain the use of 't' test in testing the difference between two sample means.  
**OR**  
B. What is confidence interval. Obtain a 95% confidence interval for the popular mean  $\mu$ .
- V. A. Explain clearly the format for a good research report.  
**OR**  
B. What is 'discriminant analysis'? Explain its practical application.

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