MBA.P.IV/ 05.12.313

MBA (PT) DEGREE IV SEMESTER EXAMINATION MAY 2012

SMP 2403   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.   Defined 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:

Informants	Adv. A	Adv. B	Adv. C
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

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