MBA (PT) DEGREE IV SEMESTER EXAMINATION APRIL 2017

SMP 2401 RESEARCH METHODOLOGY
(*Regular and Supplementary*)

Time: 3 Hours   Maximum Marks: 50

PART A
(Answer *ALL* questions)

$(5 \times 2 = 10)$

1. Define research methodology.
2. What are variables?
3. What do you mean by barren hypothesis?
4. Enumerate the styles in bibliography.
5. What is empirical research?

PART B
(Answer *ANY FIVE* questions)

$(5 \times 4 = 20)$

6. Differentiate between research methods and research methodology.
7. Explain briefly the factors affecting research design.
8. What is the purpose of a questionnaire? Why closed questions are preferred to open ended questions in survey research?
9. What is test of significance mean? List out its limitations.
10. Define Type I and Type II error. Which is more serious, a Type I or Type II error? Substantiate.
11. State and explain various advantages of sampling.
12. Distinguish between exploratory research and diagnostic research.

PART C
(Answer *ANY TWO* questions)

$(2 \times 10 = 20)$

13. What is classification of data? Explain the methods of classification.
14. Prepare a questionnaire for conducting a study on packed coconut oil preference among consumers in Kerala.
15. Explain the steps in formulating a hypothesis. Also state the sources of hypotheses.

***