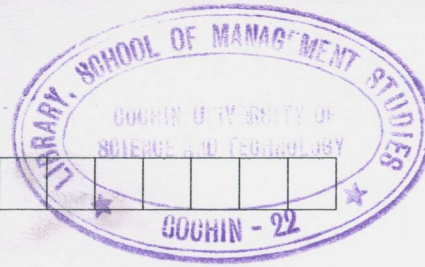


MBA(PT).IV/05.15.0519

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B

M.B.A. (PT) DEGREE IV SEMESTER EXAMINATION MAY 2015

SMP 2403 RESEARCH METHODOLOGY

(Supplementary – Prior to 2012 Admission)

Time: 3 Hours

Maximum Marks: 50

(All questions carry **EQUAL** marks)

(5 × 10 = 50)

- I. What is a research problem? Explain how a research problem is formulated.
OR
- II. Explain how research is helpful in managerial decision making.
- III. Outline the features of research design. What is exploratory research?
OR
- IV. What are the basic principles of experimental research design?
- V. What are the different methods of collection of primary data? Discuss the precautions in using secondary data.
OR
- VI. Define the concept of sampling. Discuss the criteria for selecting a sampling procedure.
- VII. Explain the procedure for testing hypothesis.
OR
- VIII. Explain attitude measurement. What is a Likert scale? What are its applications?
- IX. Explain how correlation and regression analysis is used in analysis and interpretation of data.
OR
- X. What are the different types of research reports? Explain the basic qualities of a good research report should have.
