



MBA (PT) DEGREE IV SEMESTER EXAMINATION MAY 2014

SMP 2403 RESEARCH METHODOLOGY
(Supplementary – 2011 Admissions)

Time: 3 Hours

Maximum Marks: 60

(All questions carry *EQUAL* marks)

(5 x 12 = 60)

I. What is a 'research process'? Why is it that the problem definition stage the most important stage in the research process?

OR

II. Examine the key issues that need to be addressed at the problem defining stage.

III. Examine the merits and demerits of the 'observation method' in the collection of primary data.

OR

IV. Describe in brief the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.

V. What are the most commonly used scales of measurement of altitude in a research? Give suitable examples, one each, to illustrate.

OR

VI. How would you use Likert scale to ascertain the brand preferences of TV among customers? Develop five suitable questions for the above example and explain how this information can be made use for decision making.

VII. What is 'discriminant analysis'? Explain its suitability for managerial decision making.

OR

VIII. Explain 't test'. How will you use 't' test of explaining the difference between two groups of students with regard to their performance in a test paper?

IX. Present the format of a good research report indicating different constituents and their positioning in the report.

OR

X. Write short notes on any three of the following:

- (i) Non parametric tests
- (ii) One way ANOVA
- (iii) Cluster *vs* stratified sampling
- (iv) Factor loading in factor analysis