USN ☐☐☐☐☐☐☐☐☐☐   16/17MBA23

Second Semester MBA Degree Examination, Dec.2018/Jan.2019
Research Methods

Time: 3 hrs.   Max. Marks:80

Note: *1. Answer any FOUR full questions from Q1 to Q7.*
2. Question No. 8 is compulsory.

1 a. What is the purpose of research in business?   (02 Marks)
   b. Explain the process of research in detail?   (06 Marks)
   c. Distinguish between the exploratory and conclusive research design.   (08 Marks)

2 a. What is Research Design?   (02 Marks)
   b. Explain the features of good research.   (06 Marks)
   c. Describe the various important types of experimental designs.   (08 Marks)

3 a. What is sampling?   (02 Marks)
   b. Explain the errors in sampling.   (06 Marks)
   c. Discuss the various sampling techniques.   (08 Marks)

4 a. What is the importance of secondary data?   (02 Marks)
   b. Explain the various methods of primary data collection.   (06 Marks)
   c. What is hypothesis? Explain the different types of hypothesis.   (08 Marks)

5 a. What is editing?   (02 Marks)
   b. Describe the guidelines for developing and designing the questionnaire.   (06 Marks)
   c. Explain the procedure of carrying out ANOVA in research analysis.   (08 Marks)

6 a. What is chi-square test?   (02 Marks)
   b. Explain the various measurement and scaling techniques.   (06 Marks)
   c. Explain the circumstances where the following tests are relevant :
      i) T-Test   ii) U-test   iii) F–Test   iv) Z–Test.   (08 Marks)

7 a. What is report writing?   (02 Marks)
   b. Explain the essentials of good research report.   (06 Marks)
   c. Discuss various tools for processing of data in research analysis.   (08 Marks)

8   CASE STUDY [Compulsory]
         Asta Garments Pvt. Ltd. is a readymade garment manufacturing unit with 1200 employees in the levels of managers, supervisors and workers. The Mumbai based unit has seen a spurt in employee attrition. Mr. Sundar, the HR manager of Asta Garments wants to conduct a survey to ascertain the reasons for attrition and thus wants to take suitable measures to retain the good employees.

      Questions :
   a. Frame the research objectives appropriate for the study.   (04 Marks)
   b. Design a suitable sampling design indicating the method of sampling and sampling frame.
                                                                                 (04 Marks)
   c. What would be the right scale of measurement for the study and why?   (04 Marks)
   d. What type of research design do you adopt?   (04 Marks)

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