



CBCS SCHEME

16/17MBA23

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Second Semester MBA Degree Examination, June/July 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 meant by "Research Proposal"? (02 Marks)
b. Explain briefly various errors that occur in sampling. (06 Marks)
c. What is "Projective Technique"? Explain the various methods used to collect the data by using this technique. (08 Marks)
- 2 a. What is Descriptive Research? (02 Marks)
b. What is secondary data? What are the merits and demerits of the same? (06 Marks)
c. Describe in detail contents of various section in a research report. (08 Marks)
- 3 a. What is a double barreled question? Give an illustration. (02 Marks)
b. Explain the methodology used to collect primary data by observation method. (06 Marks)
c. Describe in detail, the steps involved in conducting a sampling process. (08 Marks)
- 4 a. Explain the difference between "Pure research" and "applied research" with suitable illustration. (02 Marks)
b. What is a "hypothesis"? What are the errors in hypothesis? Explain with illustrate. (06 Marks)
c. Construct 6 item Likert scale to measure the quality of services rendered by a 5 star hotel? (08 Marks)
- 5 a. What is "snow ball sampling"? Explain with an example. (02 Marks)
b. Explain any 4 research application in business decision. (06 Marks)
c. Describe the following experimental design with suitable example :
i) Purely post design
ii) Latin square design. (08 Marks)
- 6 a. Distinguish any 3 characteristic of qualitative and quantitative research. (02 Marks)
b. Explain the features of a good research with illustrations. (06 Marks)
c. Describe briefly the process involved in designing a questionnaire? (08 Marks)
- 7 a. What is multivariate analysis? Explain with an example. (02 Marks)
b. Distinguish exploratory and descriptive research. (any 5 differences). (06 Marks)
c. Explain the various methods adopted in conducting exploratory research. (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 CASE STUDY [Compulsory]

An autonomous management institute of repute was well known for the high quality of the students graduating and entering the corporate world. The institutes main mission was to extend this high quality of education to those who couldnot undertake a full time college programme. Therefore the institute conducted a programme aimed at providing education and training in several areas of management to working executives. These working executives attend the programme either an their own (after working hours) or sponsored by the company, where there are working.

The executive development programme had 3 tiers. The first tier wasto develop supervisory personnel, the second and third tier is for middle level and top level executives. The main emphasis is to improve managerial decision making skill over a period of time, the enrolment to this programme was on the decline. The institute was at a loss to explain, why such a thing is happening? The institute was very sure that many of the doubts raised by programme participants were amply cleared and the feedback from the participants was very positive. Despite this, the institute could not trace the reason for decline in enrolment. The institute wondered whether the decline is caused due to economic factor or increased competition from other institutes could it be due to content or structure of the programme or could it be due to the fact that it was not properly promoted and not properly targeted at the right level.

Consequently a major promotion programme was conducted by mailing the braochures which indicated the content on structure of the course. Mailing was done both for those who attended the programme in the past and freshers.

Questions :

- a. What is the research problem? (04 Marks)
- b. What decision problem? (04 Marks)
- c. What will be your advice to the management institute regarding the method of addressing the research problem? (04 Marks)
- d. What data should be collected and how this data could be used to address the research question? (04 Marks)

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