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16/17MBA23

Second Semester MBA Degree Examination, Aug./Sept.2020
Research Methods

Time: 3 hrs.

Max. Marks:80

Note: 1. *Answer any Four questions from Q.No. 1 to Q.No. 7.*
2. *Question No. 8 is compulsory.*
**3.** *Statistical Tables are allowed.*

1 a. What is 'Snow ball Sampling'? **(02 Marks)**
   b. Briefly describe the different steps involved in a Research process. **(06 Marks)**
   c. Elaborate various methods used under Exploratory research design. **(08 Marks)**

2 a. What do you mean by Ex – Post Facto Research? **(02 Marks)**
   b. What is Sampling error? How to reduce non – sampling error? **(06 Marks)**
   c. What do you mean by Primary and Secondary data collection? Elaborate various sources of Primary data collection methods. **(08 Marks)**

3 a. State any two disadvantages of secondary data. **(02 Marks)**
   b. In a city during the year 2014 , 20% of households indicated that they read 'Femina' magazine. Three years later, the publisher had reasons to believe that a circulation has grown up. A survey was conducted to confirm this. A sample of 1,000 respondents were contacted and it was found 210 respondants confirmed that they subscribe to the periodical 'Femina. From the above, can we conclude that there is a significant increase in the circulation of 'Femina'. **(06 Marks)**
   c. Explain the format of Research Report in detail. **(08 Marks)**

4 a. What is Null hypothesis and Alternative hypothesis? **(02 Marks)**
   b. Explain various steps involved in processing of Data. **(06 Marks)**
   c. A die is thrown 132 times with the following results :

No. of Turned up	1	2	3	4	5	6
Frequency	16	20	25	14	29	28

   Is the die unbiased? Answer on the basis of Chi – Square test. **(08 Marks)**

5 a. What are the contents of Bibliography? **(02 Marks)**
   b. State the qualities of a good research in detail. **(06 Marks)**
   c. Discuss various types of sampling methods used in sample design. **(08 Marks)**

6 a. Define Cross sectional and Longitudinal studies. **(02 Marks)**
   b. Write a short note on i) Thurnstone scale and ii) Likert's scale. **(06 Marks)**
   c. The sales data of an item in six shops before and after a special promotional campaign are

Shops	A	B	C	D	E	F
Before campaign	53	28	31	48	50	42
After the campaign	58	29	30	55	56	45

   Can the campaign be judged to be a success? Test at 5% level of significance by using paired t – test. **(08 Marks)**
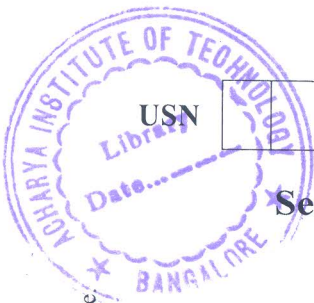
7 a. What is the difference between Nominal scale and Ordinal scale? (02 Marks)
   b. Discuss various characteristics of a good Questionnaire. (06 Marks)
   c. Explain various steps involved in hypothesis testing in detail. (08 Marks)

8 **CASE STUDY (Compulsory)** :

   PINKSKY Pvt. Ltd., is a readymade garment manufacturing unit with 1500 Employees in the cadies of Managers, Supervisors and Workers. The Mangalore based unit has seen a spurt in employee attrition.
   Mr. Ram the HR manager of PINKSKY Pvt. Ltd., wants to conduct a survey to ascertain the reasons for attrition and thus take suitable measures to retain employees.

   Answer the following in connection with above case :

   a. Frame the research problem for above case. (04 Marks)
   b. What type of Research design do you adopt for above case? Justify your answer.
                                                                    (04 Marks)
   c. Design a suitable sampling design indicating sampling method and sample frame.
                                                                    (04 Marks)
   d. What would be the right scale of measurement you suggest to Mr. Ram for effective results?
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