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14MBA23

Second Semester MBA Degree Examination, June/July 2018
Research Methods

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is Business Research? (03 Marks)
- 2 Explain with an example participation method of observation. (03 Marks)
- 3 Explain Judgemental Sampling? (03 Marks)
- 4 Explain Likert Scale, with an example. (03 Marks)
- 5 What is Coding of data? Explain. (03 Marks)
- 6 What is Type I error? Give an example. (03 Marks)
- 7 What is a Technical Report? Explain. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the types of Research with example. (07 Marks)
- 2 Explain briefly the different aspects of conducting an observation study. (07 Marks)
- 3 List and explain any 3 methods of Non – probability sampling. (07 Marks)
- 4 Explain briefly the process of designing a questionnaire, with a diagram. (07 Marks)
- 5 What is Data editing? Explain the benefits and levels of data editing. (07 Marks)
- 6 Briefly explain the steps of Hypothesis testing. (07 Marks)
- 7 Explain briefly the guidelines for effective documentation. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain in detail the process of Research, with a neat diagram. (10 Marks)
- 2 List and explain any 3 methods of conducting Exploratory Research. (10 Marks)
- 3 What is Probability Sampling? Explain in detail any 2 methods of probability sampling. (10 Marks)
- 4 Explain the four types of basic scales that are employed in business research. (10 Marks)

- 5 What are Parametric tests? Explain briefly i) Z – test ii) t - test. (10 Marks)
- 6 Explain briefly the components structure of a research report. (10 Marks)
- 7 What is ANOVA? Explain briefly with simple example :
i) ONE – Way classification ii) TWO – Way classification. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Over the last decade recycling of household waste has become an extremely important behaviour across the nation. However, in Asian countries this fluctuation from one country to another. China is the leader amongst waste management while India, an equally large country, still has a long way to go. Though these are essentially policy driven or community driven initiatives, there are a number of attitudinal and motivational barriers to recycling, acting at an individual level.

Prakash, a business studies graduate with a keen interest in environmental issues, read about this in a special report in the newspaper. He recognized a potential business opportunity. It seemed obvious to him that there was a scope for a potentially lucrative business related to some aspect of household recycling. All he had to do was work out some way of alleviating the inconvenience people associated with recycling.

Prakash decided that a door – to – door recycling service may be a profitable way to get people to recycle. He believed that households would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. Prakash discussed this idea with a few friends, who were very receptive , reinforcing Prakash's views that this was indeed a good business opportunity. However, before he developed a detailed business plan, he decided that it was necessary to confirm his thoughts and suspicious regarding the consumer's views about recycling. In particular, he needed to check that his ideas about convenience and recycling were on the right track. To do this, he decided to conduct some research into attitudes towards household recycling.

Questions :

1. What is the kind of research design you would advocate here? Explain. (05 Marks)
2. Identify the variables and population under study. (05 Marks)
3. Design a questionnaire to find out the attitudes toward household recycling. (10 Marks)
