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14MBA23

Second Semester MBA Degree Examination, Dec.2017/Jan.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 Define business research. (03 Marks)
- 2 Distinguish between Probability sampling and non-probability sampling. (03 Marks)
- 3 Mention any three objectives of business research. (03 Marks)
- 4 What is a random variable? (03 Marks)
- 5 What is a leading question? Give one example. (03 Marks)
- 6 What is TAT? (03 Marks)
- 7 Mention any three topics for experimental research. (03 Marks)

SECTION – B

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

- 1 What are the premises on which sampling is based? (07 Marks)
- 2 Write a short note on experimental research studies. (07 Marks)
- 3 Explain the criteria of a good research. (07 Marks)
- 4 Briefly explain the significance of Guttman scale in research. (07 Marks)
- 5 What are primary data collection methods? Briefly explain. (07 Marks)
- 6 Define hypothesis. Mention any five characteristics of hypothesis. (07 Marks)
- 7 Mention the different types of Chi-square test and briefly explain any one. (07 Marks)

SECTION – C

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

- 1 Discuss the steps in processing survey data for analysis. (10 Marks)
- 2 What is questionnaire? Explain different types of questionnaires. (10 Marks)
- 3 What is oral report? Explain the criteria on which oral report is evaluated. (10 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.

- 4 Explain various ways of coding data. (10 Marks)
- 5 Explain different types of hypothesis testing. (10 Marks)
- 6 Explain different types of descriptive research. (10 Marks)
- 7 Explain the steps involved in report writing. (10 Marks)

SECTION – D
(Compulsory)

- 8 Lalitha, a human research student whose project is designed to investigate and analyse the effectiveness of the reward system for managerial and secretarial staff within a manufacturing company. Much of the literature about pay and benefits advocates performance – related pay structures, although Lalitha had also read studies that detailed the difficulties with such ideas in practice.

Lalitha wanted to find out if the current reward system in her organization was achieving the company is stated objectives, which was to link pay for all staff with their individual contribution and with business results as a whole. Three components underpinned the current system of pay for secretaries and managers in this organization : Basic pay, performance-related pay and bonus payments overtime payments were also payable for secretaries only.

Questions:

- a. What sources of data will enable Lalitha to investigate the effectiveness of reward system for managers?
- b. According to you what type of research study is needed in the above case? Why?
- c. Does she require interview method with managers and secretaries? If so what are its advantages?
- d. Specify her sources of secondary data. (20 Marks)

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