M.B.A DEGREE EXAMINATIONS: JUNE 2010

Second Trimester

MBA513: RESEARCH METHODS IN BUSINESS

Time: Three Hours   **Maximum Marks: 100**

Answer ALL Questions:-

PART A (1 x 20 = 20 Marks)

1. A production manager is concerned about the low output levels of his employee. The articles that he read on job performance frequently mentioned four variables as important for job performance: skill required for job rewards, motivation and satisfaction. In several of the articles it was also indicated that only if the rewards were attractive to the recipients did motivation, satisfaction and job performance increase not otherwise.

   Answer the following:

   1. Highlight the research problem in the above case   (4)
   2. Develop a theoretical framework providing the explanation   (10)
   3. Provide a sampling frame for the above situation. Justify   (4)
   4. Develop two hypothesis for the above situation   (2)

PART B (10 x 2 = 20 Marks)

2. Define Business Research.

3. Mention any two reasons for conducting review of literature.

4. What is a research design?

5. Explain any two criteria to be applied before selecting a secondary data for conducting the research.

6. What is a double-barreled question? Give examples.

7. Give the meaning of the term ordinal scale with the help of examples.

8. What is sampling error?

9. What is directional hypothesis? Give example.

10. What is a Multi-variate technique?

11.What do you mean by executive summary?

PART C (4 x 15 = 60 Marks)

12. (a) A baby food manufacturing company faces a sudden fall in the sales. As a researcher you are expected to undertake a research and provide solutions for the same. Explain research process involved in conducting the research.

(OR)

  (b) Explain the hall mark of scientific research

13. (a) Explain the following.

    a) Exploratory research design   (5)

    b) Descriptive research design   (5)

    c) Experimental research design   (5)

(OR)

  (b) Explain the probability sampling techniques highlighting any two merits

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14. (a) Discuss any four methods of collecting primary data highlight two merits and demerits.

(OR)

  (b) Explain the various non-comparative rating scales in detail.

15. (a) Discuss the steps involved in performing Multiple regression analysis. How will you interpret the results.

(OR)

  (b) Explain the contents of research report.

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