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**Y 1614**

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2008.

Second Semester

DBA 1657 --- RESEARCH METHODS IN BUSINESS

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A --- (10 × 2 = 20 marks)

1. Differentiate applied research from fundamental research.
2. State the differences between experimental and non-experimental research designs.
3. What are the sources of error in measurement?
4. What are the basic features of laboratory research?
5. What is an optimal sample size?
6. What are the advantages of electronic questionnaire?
7. Write down the concept of canonical correlation and its utility in research.
8. What are the benefits of using statistical software package for data analysis?
9. What is bibliography? State its role in a research report.
10. What is the significance of oral presentation?

PART B --- (5 × 16 = 80 marks)

11. (a) Describe the procedure for hypothesis testing with a flow diagram.
- Or
- (b) Draft a research design for the study, "The problem of tobacco chewing in Chennai City".
12. (a) Suggest methods for improving the reliability and validity of data collection through interview.
- Or
- (b) Discuss the relative merits and demerits of :
- (i) Rating Vs Ranking Scales ;
  - (ii) Summated Vs Cumulative Scales ;
  - (iii) Scalogram analysis Vs Factor Analysis.
13. (a) Discuss the various non-probability sampling techniques.
- Or
- (b) "It is never safe to take published statistics at their face value without knowing their meaning and limitations". -- Elucidate this statement by enumerating and explaining the various points which you would consider before using any published data.
14. (a) What is multiple regression? Explain its application and importance in modern business.
- Or
- (b) What do you understand by association and attributes? How do you determine the existence and non-existence of the same?
15. (a) Draft a synopsis for a research scheme about the market potential of a new TV set in your city.
- Or
- (b) How do you go ahead with the work of drafting a report on the research work you have carried out? What are the various steps involved in report writing? What are the usual contents of a report on a research work?