

MBA DEGREE EXAMINATIONS: MAY /JUNE 2013

Second Semester

MASTER OF BUSINESS ADMINISTRATION

MBA513: Research Methods In Business

Time: Three Hours

Maximum Marks: 100

Case Study:-

PART A (1 x 20 = 20 Marks)

1. You have been assigned the task of measuring the job satisfaction of Blue Collar Employees in your organization. Design a suitable questionnaire to measure the same.

Answer all the Questions:-

PART B (10 x 2 = 20 Marks)

2. Define Research Problem.
3. Differentiate social and scientific research.
4. Define Validity.
5. Differentiate rating scale and ranking scale.
6. State the importance of interview schedule.
7. What is meant by Snowball sampling?
8. What is meant by cluster analysis?
9. Differentiate regression and correlation.
10. Mention the importance of footnote.
11. Differentiate type I error and type II error.

PART C (4 x 15 = 60 Marks)

12. a) Discuss the general characteristics of modern research. What are the criteria to be considered for selection of research topic

(OR)

- b) Discuss the components and attributes of research design with suitable examples

13. a) M/S ABC consultants want to know the impact of the new product launch. How do you design a marketing research program for them?

(OR)

b) Develop a semantic differential scale for the evaluation of a quite good of your choice..

14. a) What are the advantages and pitfalls of tabulation coding and editing in an empirical research.

(OR)

b) Define and explain the term hypothesis and describe its usefulness in conducting research.

15. a) Explain the basis of written reports and also the purpose of the written reports.

(OR)

b) Elucidate the different methods of selection of a report and how to implement the selection of a report..
