MBAC 1005

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

First Semester

General (common)

RESEARCH METHODOLOGY

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain different types of research.

2. Identify the factors to be considered while drafting a questionnaire.

3. Compute Standard Deviation from the following data of the income of 10 employees of a firm:

   600 620 640 620 680 670 680 640 700 650

4. Find regression lines

X	3	5	6	8	9	11
Y	2	3	4	6	5	10

5. What are the advantages of SPSS package?

6. Discuss the qualities of a researcher.

7. Briefly explain the Type I and Type II errors.

8. Analyze the various types of report.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions

9. Discuss the different steps involved in a research process.

10. Explain the various methods of sampling.

11. 1,000 students at college level are graded according to their I.Q. and their economic conditions. Use chi-square test to find out whether there is any association between economic conditions and the level of I.Q.

Economic Condition	I.Q.			
	High	Medium	Low	Total
Rich	160	300	140	600
Poor	140	100	160	400
Total	300	400	300	1,000

12. Find the Karl Pearson's Coefficient of Correlation.

X	6	2	10	4	8
Y	9	11	5	8	7

13. Discuss the various techniques of writing a research report.

14. Describe the properties of Binomial Distribution.

15. State the applications of Conjoint Analysis.

16. Briefly describe the procedure of testing a hypothesis.

PART C — (1 × 20 = 20 marks)

Compulsory question

17. A tea company appoints four salesmen A,B C and D and observes their sales in three seasons — Summer, winter and monsoon. The figures (in lakhs) are given in the following table:

Seasons	Salesmen				Season's Total
	A	B	C	D	
Summer	36	36	21	35	128
Winter	28	29	31	32	120

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| Monsoon | 26 | 28 | 29 | 29 | 112 |
| Salesmen's Totals | 90 | 93 | 81 | 96 | 360 |

(a) Do the salesmen significantly differ in performance?

(b) Is there significant difference between the seasons?

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