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Register Number:

6709

Name of the Candidate:

M.B.A. (CORPORATE MANAGEMENT) DEGREE

EXAMINATION - 2011

(FIRST YEAR)

(PAPER – III)

130. RESEARCH AND QUANTITATIVE TECHNIQUES FOR
MANAGERS

December)

(Time: 3 Hours

Maximum: 75 Marks

SECTION - A

Answer any FIVE questions.

(5 × 3 = 15)

1. Define Research methodology.
2. What are the qualities of good research?
3. Define descriptive research.
4. What is content validity?
5. What are the different methods of Random sampling?
6. What is data preparation?
7. Distinguish between regression and correlation.
8. Define Technical report.

SECTION - B

Answer any THREE questions.

(3 × 10 = 30)

9. Describe the different types of research.
10. Define the research process Explains its step.
11. Explains the following and also compare any contrast them
 - (i) Nominal scale
 - (ii) Ordinal scale
 - (iii) Interval scale
 - (iv) Ratio scale
12. Explain the process of hypothesis testing.

13. Discuss the sidelines for preparing bibliography.

SECTION - C
Answer any ONE question. (1 × 15 = 15)

14. Calculate the correlation coefficient between X and Y for the following data

X:	3	4	5	8	7	9	6	2	1
Y:	5	3	4	7	8	7	6	9	2

15. Discuss the steps of questionnaire design.
16. To study the performance of three detergents and three different water temperature, the whiteness reading were obtains with specially designed equipment.

Water Temperature	A	B	C
Cold water	57	55	67
Warm water	49	52	68
Hot water	54	46	58

Perform a two — way analysis of variance using 5% level of significance.

SECTION - D
(Compulsory) (1 × 15 = 15)

17. What are the precautions to be observed for writing research reports? Discuss.

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