

MAY 2014

P/ID 77730/MBN4C

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe a situation where research will help you as a manager to make a good-decision.
2. How does technology help in information gathering as well as its dissemination?
3. What is purpose of a literature survey?
4. An exploratory study is just as useful as a predictive study – Explain.
5. Describe the four types of scales.
6. Write the characteristics of hypothesis.
7. Differentiate between probability and non-probability sampling techniques.
8. Describe the uses of computer packages for data analysis.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the differences between casual and correlational studies?
10. Why is it important to establish the goodness of measures and how is this done?
11. How to formulate the research hypothesis?
12. Describe the application of parametric test in management research.
13. Describe the characteristics of a good report.
14. Explain the different methods of data collection.
15. Explain the nature and scope of research.
16. Explain the issues of precision and confidence in determining sample size.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Examine the various guideline to be considered while designing the questionnaire. Design a model questionnaire.