

**Second Semester M.B.A. (Distance Mode) Degree
Examinations June 2009
(New Scheme)**

MBA DP - 204 : RESEARCH METHODOLOGY

Time : 3 Hours

Max. Marks : 80

SECTION-A

Answer the following questions in Two or Three sentences. Each one carries TWO marks.

2x5=10

1. a) What is descriptive research?
- b) What is null hypothesis?
- c) What is 'snow ball sampling'?
- d) What is a questionnaire?
- e) What are the characteristics of a good research?

SECTION-B

Answer any FIVE of the following questions. Each one carries SEVEN marks. 5x7=35

2. What are the various types of research designs?
3. How do a problem is formulated for research?
4. What are the characteristics of a good questionnaire?
5. Explain the various types of hypothesis with examples.
6. Explain the different methods of data collection.
7. The following table gives the classification of 100 workers according to gender and nature of work. Test whether the nature of work is independent of the gender of the worker.

	Skilled	Unskilled
Male	35	20
Female	15	30

SECTION-C

Answer the following questions. Question No.8 and 9 carry 10 marks and question No.10 carries 15 marks.

8. a) Explain the various steps involved in the process of business research.

OR

- b) Explain the different types of rating scales.

9. a) Explain the different types of probability sampling techniques.

OR

b) Explain the various statistical techniques used in business research.

10. Seven individuals have been assigned ranks by four judges at a certain music competition as shown in the following matrix.

	Individuals						
	A	B	C	D	E	F	G
Judge - 1	1	3	2	5	7	4	6
" 2	2	4	1	3	7	4	6
" 3	3	4	1	2	7	6	5
" 4	1	2	5	4	6	3	7

Is there significant agreement in ranking assigned by different judges? Test at 5% level. Also point out the best estimate of the true ranking.

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