

C 23475

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Name.....

Reg. No.....

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

(CUCSS)

M.B.A.

BUS 2C 16—BUSINESS RESEARCH METHODS FOR MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. What do you mean by quota sampling ?
2. Write few differences between qualitative and quantitative research
3. Define ANOVA.
4. What is the significance of research report ?
5. What do you mean by Type II error ?
6. What is non probability sampling ?

(6 × 1 = 6 weightage)

Part B*Answer any four of the following.**Each question carries 3 weightage.*

7. What are the steps involved in designing a questionnaire ?
8. Explain research process.
9. Write a note on research problem.
10. Differentiate between probability and non probability sampling.
11. Explain the types of hypothesis.
12. Which are the different types of sampling designs ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any **three** of the following.
Each question carries 4 weightage.

13. Enumerate different types of data collection methods.
14. Distinguish between research method and research methodology.
15. What are the merits and demerits of interview method of data collection?
16. A population is divided into three strata so that $N_1 = 5000$, $N_2 = 2000$ and $N_3 = 3000$. Respective standard deviations are: $s_1 = 15$, $s_2 = 18$ and $s_3 = 5$. How should a sample of size $n = 84$ be allocated to the three strata, if we want optimum allocation using disproportionate sampling design.
17. The scores observed by candidate in a certain test are normally distributed with mean 1000 and standard deviation 200. What per cent of candidates receive scores : (i) Less than 800 ; and (ii) Between 800 and 1200. (The area under the curve between $Z = 0$ and $Z = 1$ is 0.34134).

(3 × 4 = 12 weightage)

Part D

Answer the **compulsory** question. 6 weightage.

18. Weight of 10 students is as follows :

S.No.	...	1	2	3	4	5	6	7	8	9	10
Weight (kg.)	...	38	40	45	53	47	43	55	48	52	49

Can we say that the variance of the distribution of weight of all students from which the above sample of 10 students was drawn is equal to 20 kgs. Test this at 5 per cent and 1 per cent level of significance.

(1 × 6 = 6 weightage)