S.NO. 196   BATCH: 87-2015   Reg. No. [   ]

END OF SEMESTER EXAMINATIONS, NOVEMBER - 2017
RESEARCH METHODS FOR MANAGEMENT
SUBJECT CODE: 10UABM16

MAJOR: B.B.A   **SEMESTER   : V**
TIME   : 3 HOURS   **MAX. MARKS: 75**

SECTION – A (10 X 1 = 10)

Answer ALL the questions:

1. Write any two types of researches.
2. Define research design.
3. What do you mean by sampling design?
4. List any two merits of simple random sampling.
5. What are the various levels of measurement?
6. What is Coding?
7. List any two assumptions in F-Test.
8. Define hypothesis.
9. Give your understanding on 'Interpretation'.
10. What do you mean by 'Layout of the report'?

SECTION – B (5 X 4 = 20)

Answer any FIVE questions:

11. Write down the steps in defining the research problem in short.
12. What is Exploratory design? What is descriptive design.
13. What are the advantages of Secondary data?
14. What are the characteristics of a good questionnaire?
15. Explain the need for measurement.
16. What are the characteristics of Chi-square test?
17. What are the properties of 't' test?
18. Explain the steps in writing reports in brief.

SECTION – C (3 X 15 = 45)

Answer any THREE questions:

19. In an industry, 200 workers, employed for a specific job, were classified according to their performance and training received/not received to test independence of a specific training and performance. The data is summarized as follows:

	Performance		Total
	Good	Not good	
Trained	100	50	150
Untrained	20	30	50
Total	120	80	200

Use test χ^2 of independence at 5% level of significance and write your conclusion.

[Data from χ^2 table: (1 degree of freedom; 5% level of significance) = 3.84]

20. Elaborate the advantages and limitations of research.
21. Enumerate the various types of Observation.
22. Discuss the uses of various rating scales.
23. What is a research report? Classify and explain diffent types of research report.

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