

Reg. No. : .....

D 2525

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year / First Semester

RESEARCH METHODS FOR MANAGEMENT/  
RESEARCH METHODS AND STATISTICAL  
ANALYSIS FOR MANAGEMENT DECISIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain with examples the different types of research.
2. (a) What is a hypothesis? Explain with an example. (5)  
(b) What is research design? Explain the need for research design and the features of a good research design. (15)

3. (a) What are the tests of sound measurement? Explain in detail. (15)  
(b) Explain in brief the different types of scale. (5)
4. What is sampling design? Explain the different types of sampling design. <https://www.bharathiaronline.com>
5. (a) Explain with examples the different methods of data collection. (15)  
(b) A population is divided into three strata so that  $N_1 = 5000$ ,  $N_2 = 2000$  and  $N_3 = 3000$ .  
Respective standard deviations are :  
 $\sigma_1 = 1$ ,  $\sigma_2 = 18$  and  $\sigma_3 = 5$   
How should a sample of size  $n = 84$  be allocated to the three strata, if we want optimum allocation using disproportionate sampling design? (5)
6. (a) Differentiate between parametric and non-parametric tests. (5)  
(b) Explain the different types of parametric tests. (15)

7. The mean of a certain production process is known to be 50 with a standard deviation of 2.5. The production manager may welcome any change in mean value towards higher side but would like to safeguard against decreasing values of mean. He takes a sample of 12 items that gives a mean value of 48.5. What inference should the manager take for the production process on the basis of sample results? Use 5 per cent level of significance For the purpose.
8. (a) Explain in detail the different types of Reports. (15)
- (b) Explain the function of an executive summary in a report. (5)

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