

**D 4012**

Reg. No. : \_\_\_\_\_

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, JULY 2022.

First Year / First Semester

**RESEARCH METHODS FOR  
MANAGEMENT/RESEARCH METHODS AND  
STATISTICAL ANALYSIS FOR MGT. DECISIONS**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. How will you identify a research problem?
2. Discuss the scope of research. Also explain the types of research.
3. Explain the scaling technique in detail.
4. Discuss the types of sampling with their merits.
5. Describe the tools of data collection.

6. What are the applications of discriminant and cluster analysis?
7. Explain the parametric and non-parametric tests.
8. What are the types of reports? Explain.