II Semester M.B.A. Degree Examination, July 2017
(CBCS Scheme)
MANAGEMENT
2.2 : Managerial Research Methods

Time : 3 Hours

Max. Marks : 70

Instruction : *Answer* **all** *Sections.*

SECTION – A

Answer **any five** of the following questions. **Each** question carries 5 marks : **(5×5=25)**

1. Define business research. What are the major components of good research study ?

2. Distinguish between stratified and cluster sampling.

3. Briefly explain the concept of validity of scale.

4. Discuss Type I and Type II error in hypothesis testing.

5. What is Descriptive analysis ? Illustrate.

6. Distinguish between pure research and applied research.

7. What do you mean by coding of data ? Illustrate a sample code book.

SECTION – B

Answer **any three** of the following questions. **Each** question carries 10 marks :

(3×10=30)

8. Define research design. Explain the various phases in research designing.

9. What should be the ideal structure of a research report ? What are the elements of structure defined by you ?

P.T.O.

10. Explain primary scales of measurement (Nominal, Ordinal, Interval, Ratio) with suitable examples and also give details of what statistical technique can be used with data from each type of scale ?

11. Write short notes on :

    1) Inferential analysis.

    2) Cronbach's alpha.

SECTION – C
(Case Study)

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Compulsory :

12. You are employed by the product manager of Trai Foods Ltd. who wants to know the difference in promotional strategies between the company's frozen vegetables and those marketed by Mother Diary. The customers of the frozen vegetables are mostly working women. Identify your variables, objectives, hypothesis and the research design to be used. Develop a questionnaire to understand the perception of consumers regarding the same.