MBAC 1005

M.B.A. DEGREE EXAMINATION,
JANUARY 2022

First Semester

General (Common Paper)

RESEARCH METHODOLOGY

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following question

1.   What Is Case Study Research?

2.   List out the sources of Data.

3.   Explain the hypothesis tests.

4.   What are Two Factor Evaluation Approaches?

5.   List out the characteristics of a good Research Report.

6.   What are the Sampling Errors?

7.   Bring out the significance of Standard Deviation.

8.   How do you analyse the variance?

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following question.

9.   Examine the types of research.

10.   Discuss the methods of data collection.

11.   Evaluate the probability theories.

12.   Analyse the stastical applications.

13.   Examine the structure and components of Research Report.

14.   Critically analyse the various steps in scientific research.

15.   Highlight the various sampling methods and mention the merits and demerits.

16.   Explain in detail about SPSS.

PART C — (1 × 20 = 20 marks)

Case Study (Compulsory Questions)

17. During the pandemic situation, as a researcher, how will you do your research:

   (a) What innovative steps will you adopt in doing the research?

   (b) Suggest the best research technique which is suitable for the current scenario.

   (c) Suggest if any step to be altered in the process of research. As a researcher, examine the process of research and validate the best way of taking up the research.

   ————————————