

Code :07MB103

M.B.A - I Semester Supplementary Examinations, August/September 2011
RESEARCH METHODOLOGY & STATISTICAL TOOLS
(For students admitted in 2007-08 & 2008-09 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

1. (a) What is research?
(b) Explain various types of research.
2. (a) Explain the methods of data collection.
(b) Describe the differences between questionnaires and schedule.
(c) Write a brief note on characteristics of a good questionnaire.
3. Explain various scaling techniques.
4. (a) Write about the measures of dispersion.
(b) Why measures of dispersion are important along with the measures of central tendency to understand the nature of the data.
5. (a) Under what circumstances regression analysis can be recommended?
(b) Explain various types of correlation.
(c) Describe the specific applications of correlation as statistical tool in the business research.
6. (a) What do you mean by hypothesis?
(b) Explain the procedure of developing good hypothesis.
(c) List out statistical tools available for testing.
7. (a) "The analysis of time series is done to understand the dynamic conditions for achieving the long-term goals of business firms". Discuss.
(b) Write a brief note about secular trend.
8. (a) What is report writing?
(b) Explain the essentials of report writing.
