SECOND SEMESTER M.B.A. DEGREE EXAMINATION, APRIL 2014

BUS 2C 17—RESEARCH METHODOLOGY FOR SOCIAL SCIENCES

(2013 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer the following.
Each question carries 1 weightage.

1. What is descriptive research ?

2. What is a sample error?

3. Write a note on scaling technique.

4. What do you mean by SPSS ?

5. Enumerate the styles in bibliography.

6. What are foot notes ?

$(6 \times 1 = 6 \text{ weightage})$

Part B

*Answer any **six** of the following.*
Each question carries 3 weightage.

7. Write a note on various approaches to research in social sciences.

8. What is meant by testing of hypothesis ? Draw a flow chart for executing hypothesis testing procedure with a suitable example.

9. If you are conducting an interview survey of around 500 respondents in Hyderabad, what type of probability sampling you choose and why ?

10. What are the general guidelines one should follow in designing a questionnaire.

11. A sample of 400 males is found to have a mean height of 67.47 inches. Can it be reasonably regarded as a sample from a large population with a mean height of 67.39 inches and S.D of 1.3 inches ? Test at 5% level of significance.

12. A random sample of 200 measurements from an infinite population gave a mean value of 50 and a standard deviation of 9. Determine the 95% confidence interval for the mean value of the population.

Turn over

13. What is meant by processing of data ? What are the various steps in data processing ?

14. What is the significance of a research proposal ? Explain the points considered in preparing a research proposal with an example.
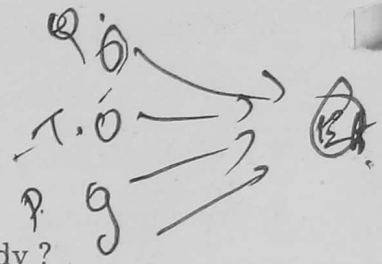
$(6 \times 3 = 18$ weightage)

Part C

*Answer any **two** of the following.*
Each question carries 6 weightage.

15. A manager gave the training to few retailers, about handling the customer queries regarding buying textile products. He wanted to know if the training was effective.

    (a) Mention the objectives of the study.

    (b) Identify and Classify the variables in the study. .

    (c) Which research design would best achieve the objectives of the study ?

16. The heights in inches of 30 students are as follows :

    66, 68, 65, 70, 67, 64, 68, 64, 66, 64, 70, 72, 71, 69, 69, 64, 67, 63, 70, 71, 63, 68, 67, 65, 69,
    65, 67, 66, 69, 67

    Prepare a frequency distribution table showing relative frequency, cumulative frequency and percent frequencies.

17. Ten students got the following percentage of marks in the course principles of Economics and Statistics :

Roll No.	:	1	2	3	4	5	6	7	8	9	10
Marks in Economics	:	78	36	98	25	75	82	90	62	65	39
Marks in Statistics	:	84	51	91	60	68	62	86	58	53	47

Calculate the coefficient of Correlation.

$(2 \times 6 = 12$ marks)