C 82604 (Pages : 2) Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2015

(CUCSS)

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 causal research ?
2. What is the formula for calculating the sample size ?
3. Write a note on Likert scale.
4. What do you mean by SPSS ?
5. Enumerate the styles in bibliography.
6. When can student *t*-test be applied ?

(6 × 1 = 6 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 stratified sampling methodology ? Explain.
9. Differentiate between a questionnaire and an interview.
10. What are the general guidelines one should follow in designing a schedule.
11. A sample of 300 males is found to have a mean height of 67.50 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 300 measurements from an infinite population gave a mean value of 50 and a standard deviation of 5. Determine the 95 % confidence interval for the mean value of the population.

Turn over

13. Explain the various tests of measurement and quality.

14. What is the significance of a research proposal ? Explain the points considered in preparing a research proposal with an example.

(6 × 3 =18 weightage)

Part C

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

15. Each of the 29 Club teams has 12 players. A sample of 58 players is to be chosen as follows. Each team will be asked to place 12 cards with their players' names into a hat and randomly draw out two names. The two names from each team will be combined to make up the sample. Will this method result in a simple random sample of the 348 basketball players ?

16. Explain the four basic types of measurements validity with examples.

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 × 6 = 12 weightage)