SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2017

BUS 2C 17—RESEARCH METHODOLOGY FOR SOCIAL SCIENCES

(2013 Admissions)

Time : Three Hours　　　　　　　　　　　　　　　　Maximum : 36 Weightage

Part A

Answer the following.
Each question carries 1 weightage.

1.　What is an ordinal scale ?

2.　What should research methodology include ?

3.　What are the disadvantages of close ended questions ?

4.　What do you mean by random sampling ?

5.　What does a measure of central tendency indicate ?

6.　When should be a lower-tailed test be used ?

(6 × 1 = 6 weightage)

Part B

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

7.　Differentiate between primary data and secondary data.

8.　What are the factors affecting Research design ?

9.　What are the classifications of measurement ? Explain with examples.

10.　Describe some of the major projective techniques and evaluate their significance as tools of scientific social research.

11.　A machine is designed to produce insulating washers of average thickness of 0.075 cm. A random sample of 10 washers was found to have average thickness of 0.074 with standard deviation of 0.002 cm. Test the significance of deviation value at t at 9 degree of freedom at 5% level is 2.262.

12.　As per theory the proportion of beans, in the four groups A, B, C, D should be 9 : 3 : 3 : 1. In an experiment among 1600 beans, the number in the four groups was 882, 313, 287 and 118. Does the experimental result support the theory ? Apply χ^2 test.

Turn over

13. Why tabulation is considered essential in a research study ? Narrate the characteristics of a good table.

14. Describe, in brief, the layout of a research report, covering all relevant points.

(6 × 3 = 18 weightage)

Part C

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

15. From the following data obtain two regression equations using method of least squares :

X	Y
2	5
4	7
6	9
8	8
10	11

16. Write a note on time-series and forecasting.

17. Four salesmen recorded their sale of apparel in 3 seasons which includes summer, winter and monsoon. The figures are given in the following table. Find out if there is any significant difference in

   (i) Sales recorded by salesmen.

   (ii) Sales recorded by season.

	A	B	C	D	Season Total
Summer	360	360	210	350	1280
Winter	280	290	310	320	1200
Monsoon	260	280	290	290	1120
Salesman Total	900	930	810	960	3600

(2 × 6 = 12 weightage)