SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2018

(CUCSS)

M.B.A.

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 exploratory research ?

2. What is hypothesis ?

3. What is a research plan ?

4. What do you mean by codification of data ?

5. What is literature review ?

6. Write a short note on footnotes.

(6 × 1 = 6 weightage)

Part B

Answer any six of the following.

Each question carries 3 weightage.

7. Define the various approaches to business and social research.

8. Explain about the measurement of variables.

9. What is secondary data ? What are the methods and techniques of collecting secondary data ?

10. "A problem well defined is half solved". Discuss how much true this statement is.

11. In a survey of 500, 60 percent responded positively to an attitude question. Calculate a confidence interval at 95 percent to get an interval estimate for a proportion.

12. What qualities should field workers possess ?

13. Write a note on 'bibliography'.

14. How does *t*-distribution differ from the Z-distribution ?

(6 × 3 = 18 weightage)

Turn over

Part C

*Answer any **two** of the following.*

Each question carries 6 weightage.

15. Design a short questionnaire with fewer than five fixed-alternative questions to measure student satisfaction with your college bookstore.

16. Determine a statistical hypothesis and perform a chi-square test on the following survey data.

 (a) Easy-listening music should be played on the office intercom :

Agree	40
Neutral	35
Disagree	25
	100

 (b) Demographic characteristics of a group indicate :

Republicans	100
Democrats	100
	200

17. What is a Type I error ? Give an example of a circumstance in which a Type I error may be more serious than a Type II error.

(2 × 6 = 12 weightage)