

M.B.A, (G) DEGREE EXAMINATION NOVEMBER - 2008
RESEARCH METHODS FOR MANAGEMENT
(CBCS -2004 - 2007 Batch)

Duration : 3 Hours

Maximum : 100marks

Answer ALL Questions
Each Question Carry 20 Marks

1. a. Discuss the steps in the process of research by stating a problem and relevant steps.

(OR)

- b. What do you mean by research design? Explain the various components of research design.

2. a. Design a questionnaire to study the impulse buying behaviour of teenagers

(OR)

- b. Explain variable random sampling techniques with examples

3. a Explain variable and quantitative methods of data collection

(OR)

- b. i) What is a measurement? What are the characteristics of the measurement?

- ii) Explain the application of multidimensional scaling

4. a. Differentiate correlation and regression, Explain regression analysis and its application in business

(OR)

- b. Illustrate the concept of multidimensional scaling through its application to geographical locations of cities in a country

5. a. What are the types of report and explain them

(OR)

- b. Explain the presentation about tables, pictures and graphs in a research report.

————— *** —————