

Register Number :

Name of the Candidate :

**6 4 1 7**

**M.B.A. ( Industry Integrated )  
DEGREE EXAMINATION, 2012**

( FIRST YEAR )

( PAPER - VII )

**170. RESEARCH METHODOLOGY**

May ]

[ Time : 3 Hours

Maximum : 75 Marks

**SECTION – B** ( 5 × 3 = 15 )

*Answer any FIVE questions.*

*ALL questions carry equal marks.*

1. (a) Give the meaning of experimental research.
- (b) What is secondary data?
- (c) List any two essentials of a good sampling.
- (d) Write short note on Latin-square design.
- (e) What is meant by measurement?

**Turn Over**

- (f) Give the meaning of case study.
- (g) What do you mean by Business Report?
- (h) List the various kinds of interview.

**SECTION – B** (3 × 10 = 30)

*Answer any THREE questions.*

*ALL questions carry equal marks.*

2. What are the steps involved in social research?

3. Discuss briefly the criteria of a good research problem.

4. What are the factors affecting research design.

5. State the basic assumption of the analysis of variance.

6. Explain the parts of a business letter.

**SECTION – C** (1 × 15 = 15)

*Answer any ONE question.*

7. Explain the importance of tabulation in the field of social research.

8. Describe briefly various types of sampling methods and give a brief description of each of them.
9. What is a research problem? List and describe the important sources for problem section.

**SECTION – D** (1 × 15 = 15)

*(Compulsory)*

10. Enumerate the different methods of collecting data. Which one is the most suitable for conducting enquiry, regarding the state of women entrepreneurs in India?