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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION December 2014

(HUMAN RESOURCE MANAGEMENT)

(SECOND YEAR)

280. BUSINESS RESEARCH METHODS

(Common with M.B.A Marketing Management and M.B.A Financial Management)

Time: Three hours

Maximum: 100 marks

SECTION – A

(5×5= 25)

Answer any FIVE questions

1. Write short note on:

- a) Nature of research.
- b) Research objectives.
- c) Uses of T-test.
- d) Case Study.
- e) Parametric tests.
- f) Tabulation of data.
- g) Cluster analysis.
- h) Pictures and graphs.

SECTION – B

(3×15=45)

Answer any THREE questions

2. Explain the steps involved in problem formulation. Why it is very important in research process.
3. What are the steps involved in estimation of population parameters?
4. What is Type I and type II errors? How to minimize these errors.
5. Explain the various advanced statistical techniques used in analysis of data.
6. Compare probability and non probability sampling techniques.

(1×15=15)

SECTION–C

Answer any ONE question

7. What are the uses of pilot study? Is different from pre-testing ?explain.
8. List out and explain the various methods of data collection.
9. What are the contents of a research report?

SECTION–D

(1×15=15)

(Compulsory)

10. Prepare a questionnaire to study the employee satisfaction of an organisation and also indicate what type of statistical tools you will use for each question in the questionnaire.
