

Total No. of Pages : 2

Register Number :

**6906**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION MAY 2014.**

**(HOTEL MANAGEMENT AND TOURISM)**

**(FIRST YEAR)**

**130 — BUSINESS RESEARCH METHODS**

Time : Three hours

Maximum : 75 marks

---

**SECTION A**

**Answer any FIVE questions. (5 × 3 = 15)**  
**All questions carry equal marks.**

1. What is the need for research?
2. What do you mean by Null hypothesis?
3. What do you mean by quota sampling?
4. What do you mean by goodness of fit test?
5. List the sources of secondary data.
6. Define operational Research.
7. What is conditional probability?
8. Write short note on probability density function.
9. Differentiate fixed factor and random factor.
10. Write short note on Likert's scale.

**SECTION B**

**Answer any THREE questions. (3 × 10 = 30)**  
**All questions carry equal marks.**

11. Explain the various types of research.
12. Discuss interview as a technique of data collection.
13. Describe briefly the commonly used sampling distribution.

14. What is Chi-square test? Explain its significance in statistical analysis.
15. What are the different steps involved in writing report.

### **SECTION C**

**Answer any ONE question. (1 × 15 = 15)**

16. Write a brief note on different types of analysis of data pointing out the significance of each.
17. What do you mean by multivariate analysis? Explain how it differs from bivariate analysis.
18. Give your understanding of non-parametric or distribution free methods explaining their important characteristics.

### **SECTION D**

**(Compulsory) (1 × 15 = 15)**

19. "It is never safe to take published statistics at their face value without knowing their meaning and limitations". Elucidate this statement by enumerating and explaining the various points which you would consider before using any published data. Illustrate your answer by examples wherever possible.

---