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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(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****Explain the following:**

1. Meaning of research.
2. Decision theory
3. Point of internal estimates.
4. Filed work plan.
5. Motivation research techniques.
6. Normal distribution.
7. N on-parametric research.
8. Executive summary.

SECTION-B**(3×15=45)****Answer any THREE questions**

9. Explain the factors influencing research design.
10. Explain the sampling and non sampling errors.
11. Describe the various techniques involved in attitude measurement.
12. Compare probability and non –probability sampling techniques.
13. What is multidimensional scaling? Explain the uses with suitable examples.

SECTION-C**(1×15=15)****Answer any ONE question**

14. Explain the various step involved in research process.
15. List out and explain the various methods of data collection.
16. Elucidate the advantages statistical techniques used for analyzing data.

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SECTION-D**(1×15=15)****[Compulsory]**

17. Using the different measurement scales, prepare a questionnaire, on a topic of your choice and indicate the statistical tools can be used for analysis of the questionnaire.

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