

Total No. of Pages : 2

Register Number :

**6775**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION DECEMBER 2013.**

**(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

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**SECTION A**

**Answer any FIVE questions.**

**(5 × 5 = 25)**

1. Write short notes on :

- (a) Research problem.
- (b) Scientific method.
- (c) Case study.
- (d) Sampling design.
- (e) Non parametric tests.
- (f) SPSS.
- (g) Kruskal Wallis test.
- (h) Executive summary.

**SECTION B**

**Answer any THREE questions.**

**(3 × 15 = 45)**

- 2. Explain the factors influencing research design.
- 3. Explain type I and Type II errors.
- 4. Explain sampling and non-sampling errors.
- 5. Compare probability sampling and non-probability sampling.
- 6. Describe the uses of SPSS and other statistical software.

**SECTION C****Answer any ONE questions.****(1 × 15 = 15)**

7. Explain the parts of preliminary section in research report.
8. Discuss the importance, process and advantages of pre-testing.
9. Explain features of observational and survey methods in social research.

**SECTION D****Compulsory.****(1 × 15 = 15)**

10. 'It is never safe to take published statistics at their face value without knowing their meaning and limitations.' Discuss. Illustrate your answer by giving examples wherever necessary.

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