

Total No. of Pages: 1**6876**

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.

\*\*\*\*\*