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Register Number :

6876

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(HUMAN RESOURCE MANAGEMENT)

(SECOND YEAR)

280 — BUSINESS RESEARCH METHODS

(Common with M.B.A. (M.M) and M.B.A. (FM))

Time : Three hours

Maximum : 100 marks

PART A

Answer any FIVE questions

(5 × 5 = 25)

Explain the following :

1. Primary data.
2. Quota sampling.
3. Fundamental research.
4. Case study method.
5. Cluster analysis.
6. Sampling design.
7. Student t-test.
8. Pilot study.

PART B

Answer any THREE questions.

(3 × 15 = 45)

9. Explain the difference between case study and survey method.
10. State the sources and advantages of secondary data.

11. Briefly explain the basic concepts concerning testing of hypotheses.
12. Explain the steps involved in sampling design.
13. Discuss the various types of business research.

PART C

Answer any ONE questions

(1 × 15 = 15)

14. Briefly explain the various scaling techniques used in business research.
15. Elucidate the steps involved in research process.
16. Discuss the procedures involved in factor analysis.

PART D

(Compulsory)

(1 × 15 = 15)

17. Discuss the types of mistakes that frequently occur in interpretation of data. How can they be avoided?

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