

Total No. of Pages: 1**6906**

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(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)**

1. Define research methodology?
2. Explain the characteristics of good research?
3. Define Hypothesis and explain the types of Hypothesis?
4. List out the various methods of collecting secondary data?
5. What is normal distribution?
6. Explain the Research process?
7. Explain the different types of scales?
8. Differentiate between parametric and non-parametric tests
9. List the components of Research problem?
10. Explain scientific method of research?

SECTION - B**Answer any THREE questions****(3 × 10 = 30)**

11. Explain the steps involved in sampling?
12. Discuss the various methods of data collection?
13. What are all the difficulties in applying scientific method to marketing?
14. Discuss the different types of questionnaire?
15. What are the various data processing applications?

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

16. Discuss between modelling research and algorithmic research.
17. Explain the types of Research design?
18. What is meant by case study. What is the significance of case study? and discuss the process of developing case study?

**SECTION - D
COMPULSORY****(1 × 15 = 15)**

19. What are the various types of factor analysis? Illustrate the application of factor analysis? Describe the steps involved in factor analysis.

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