

(DBUS25)

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M.B.A. DEGREE EXAMINATION, MAY – 2018**Second Year****RESEARCH METHODOLOGY FOR MANAGEMENT DECISIONS****Time : 3 Hours****Maximum Marks :70****SECTION - A****Answer any three questions.****(3 x 5 = 15)**

- Q1)** a) Concept of research
b) True experimental research
c) Snowball sampling
d) Nominal scale
e) Likert scale
f) Graphic Representation

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

- Q2)** What is Hypothesis? How is it tested?
Q3) Explain the research designing process.
Q4) Describe the factors influencing sample size.
Q5) Write a detailed note on systematic sampling.
Q6) What are the various types of scales?
Q7) What are the principles in classification of data?

(DBUS25)**SECTION - C**
(Compulsory)**(10)****Q8)** Case study:

Study the following case and answer the questions given at the end:

You have a market research organization which does work for a lot of multinational companies. A new company, yet unknown in India, is entering the Indian market with its colour televisions and other latest audio-video products.

Your brief includes:

- Find out the total market for these products and how this market is growing.
- Find out what characteristics different types of people look at when buying these products.
- For this at least ten big and ten small cities are to be covered.
- At least 10,000 people from a cross-section of all types of employments and age groups should be covered (including housewives). Children may be excluded from this sample.

Questions:

- f) You are required to make a questionnaire to find out the target consumer which they should be targetting for their products.
- g) What process would you like to adopt for developing the research plan?
- h) How would you ensure that all the levels of people (both age and employmentwise) are well represented?

