

R05

Code No: MA303**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA - III Semester Examinations January 2011****RESEARCH METHODOLOGY****Time: 3hours****Max. Marks: 60****Answer any five questions****All questions carry equal marks**

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1. a) Define business research and explain its tasks.
b) Discuss how business research can be used in each stage of the decision making process.
2. What are the general advantages and disadvantages associates with obtaining information of questioning or by observation? Which method provides more control over the sample?
3. How are subject scaled with a likert scale? What must be done to give meaning to the scales?
4. Explain the meaning, functions and goals of good research design.
5. What is the basic use of chi-square goodness of fit? How is the value of the test statistic calculated? How are the expected frequencies determined?
6. What criteria can a researcher use to determine whether a specific question should be included in a questionnaire?
7. Explain the utility and application of SPSS in the analysis and interpretation of research reports.
8. Three methods are used in a production process. Test at 5% level of significance whether the three methods can be considered to be equivalent as far as outputs are concerned.

Method - I	70	72	75	80	83		
Method - II	100	110	108	112	113	120	107
Method - III	60	65	57	84	87	73	
