

M.Phil DEGREE (REGULAR) EXAMINATION, JUNE 2016

First Semester

Branch: Business Studies

Paper II - RESEARCH METHODOLOGY FOR MANAGEMENT

Time : 3 Hours

Maximum : 60 Marks

Answer all questions.

Each question carries 12 marks.

1. (a) Explain the various types of research.

Or

(b) Explain the qualitative research methods.

2. (a) Describe the steps in research process.

Or

(b) Explain the characteristics of good research.

3. (a) Briefly explain the role of research in managerial decision making.

Or

(b) Explain the scope and significance of research.

4. (a) Discuss the various methods of sampling.

Or

(b) Describe the criteria for good sample design.

5. (a) In a diet survey the following results were obtained

	Hindus	Muslims
Families taking tea	124	16
Families not taking tea	56	10

Is there any significant difference between the communities in the matter of tea taking?

Or

(b) A die is thrown 132 times with following results

Number turned up	1	2	3	4	5	6
Frequency	16	20	25	14	29	28

Is the die unbiased?