

RW-7235

**642101/661101/671101/
681101/662101**

M.Phil. DEGREE EXAMINATION, DECEMBER 2011

BUSINESS RESEARCH METHODS

**(Common for Management/Commerce/I.B./
Corp. Secretaryship/Bank Management)**

(CBCS – 2009 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(6 × 3 = 18)

Answer **all** questions.

All questions carry equal marks.

1. Differentiate the quantitative research from the qualitative research.
2. State the significance of scaling in Research.
3. Write a short note about non-Probability sampling.
4. How will you collect the data through warranty cards?
5. Give a note on field editing.
6. What are the necessity of interpretation?

Section B

(4 × 6 = 24)

Answer any **four** questions.

All questions carry equal marks.

7. State the significance of Research in the Current Scenario.
8. Examine the Problems encountered by Researcher in India.
9. Explain the different basis for classifying the Scales.
10. Highlight the steps involved in designing a sample.
11. Distinguish the collection of data through questionnaire from Interview Schedule.
12. Examine the different documentation styles used in Research.

Section C

(3 × 11 = 33)

Answer **all** questions.

All questions carry equal marks.

13. (a) Discuss the things to be taken into account by a researcher while selecting the Research Problem.

Or

(b) How will you measure the attitude of people by using summated scales?

14. (a) Enumerate the different types of sampling designs.

Or

(b) How for the Projectives techniques are used to collect the data from the people those who are not ready to answer?

15. (a) Being a Researcher how will you process the collected data.

Or

(b) Discuss the mechanics of writing a Research Report.

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**642102/661102/671102/681
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M.Phil. DEGREE EXAMINATION, DECEMBER 2011

TECHNIQUES OF RESEARCH

(Common for M.Phil. Management/ M.Phil. Commerce/ M.Phil. Bank Management/ M.Phil. Corporate Secretaryship / M.Phil. International Business)

(CBCS – 2009 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(6 × 3 = 18)

Answer **all** questions.

All questions carry equal marks.

1. What is a measure of association of attributes? Explain any one measure for the same.
2. Distinguish between partial and multiple correlation.
3. What is multiple logistic regression? Give an example.
4. Define type I and type II errors? Which of the two is kept at a fixed level.
5. Give an example for analysis of variance one way classification.
6. In a sample of size 50, there are 20 runs above the median and 20 below the median. Is the sample random.

Part B

(4 × 6 = 24)

Answer any **four** questions.

All questions carry equal marks.

7. The details regarding the monthly sales performance two salesmen A and B given below. Which salesman is more consistent in sales performance. Why?

Sales performance for 10 months

Average in	A	B
lakh Rs.	12.2	16.4
S.D.	1.7	3.8

8. The correlation coefficients were determined in a marketing study

X_1 = Sales in Rs. X_2 = advertisement cost in Rs.

X_3 = Profit in Rs.

$$r_{12} = 0.77 \quad r_{13} = 0.72 \quad r_{23} = 0.52$$

Find the partial correlation coefficient $r = 12.3$ and multiple correlation coefficient $R = 1.23$. Interpret the same.

9. In a study on brand preference for two brands of tea 'A' and 'B', it was found that in region X_1 out of 250 respondents, 150 preferred brand A and in region 'Y' out of 400 respondents 260 preferred brand 'A'. Examine whether the proportions of respondents who prefer brand 'A' is the same for the two regions.
10. Explain the Latin square design for ANOVA giving suitable example.
11. The following data were available in a study regarding the number of cars of a particular brand sold on the various days of a week. Examine whether the sales of the brand is uniformly distributed over the week.

Day	Mon	Tue	Wed	Thurs	Fri	Sat
Number of cars sold	14	18	12	11	15	14

12. What is meant by heteroscedasticity? Enumerate its implications.

Part C

(3 × 11 = 33)

Answer **all** questions.

All questions carry equal marks.

13. (a) Bring out the importance of measures of central tendency and measures of dispersion in research giving a suitable example.

Or

- (b) Given the following data find the regression equation of X_3 on X_1 and X_2 .

$$\bar{X}_1 = 4.91 \quad \sigma_1 = 1.10 \quad r_{12} = 0.80$$

$$\bar{X}_2 = 594 \quad \sigma_2 = 85 \quad r_{23} = -0.40$$

$$\bar{X}_3 = 28.2 \quad \sigma_3 = 4.42 \quad r_{13} = -0.56$$

14. (a) The following values have been obtained in a study regarding the sales performance of 3 sales force for three regions in a year. Carry out the analysis of variance (sales performance in lakh Rs.) and interpret the results.

Sales force

Regions :	S_1	S_2	S_3
A	44	38	36
B	37	28	30
C	39	32	28

Or

- (b) Explain clearly the concept of a factor analysis suggest a suitable example. What are its uses?
15. (a) Ten competitors in a musical test were ranked by the three judges A,B and C in the following order.

Rank by A : 1 6 5 10 3 2 4 9 7 8

Rank by B : 3 5 8 4 7 10 2 1 6 9

Rank by C : 6 4 9 8 1 2 3 10 5 7

using rank correlation method, discuss which pair of judges has the nearest approach to common linkings in music.

Or

- (b) What do you understand about conjoint analysis? Explain with suitable example. State its uses.
