

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)

Third Semester- MBA(PSM/ ITL)
December 2015 End Semester Examinations

Research Methodology

Subject Code: PG21T1303/PG22T1303

Time : 3 hrs

Date: 12.12.2015

Max.Marks :60

Pass Marks: 30

Section – A (MCQ)

Answer all the questions (12x1Marks = 12 Marks)

1. Among the following values, which correlation value is the strongest?
 - a. +.10
 - b. -.95
 - c. +.90
 - d. -1.00

2. Which of the following can best be described as a categorical variable?
 - a. age
 - b. annual income
 - c. grade point average
 - d. religion

3. Which among the following is not a tool used to collect the primary data?
 - a. questionnaire
 - b. case study
 - c. interview schedule
 - d. warranty cards

4. The process of assigning numerals or symbols to responses is called
 - a. Editing
 - b. Tabulation
 - c. Coding
 - d. Testing

5. Conceptual structure within which the research is conducted
 - a. experimental design
 - b. sampling design
 - c. stratified sampling
 - d. Analytical design

6. Which of the following is not an element of sampling
- Selecting the sample
 - Collecting the information
 - Making an inference about the population
 - Review of literature
7. What is known as a list containing all sampling units?
- Sampling Design
 - Sampling frame
 - Sampling distribution
 - Universe
8. _____ is formed by selecting one unit at random and then selecting additional units at evenly spaced intervals until the sample has been formed
- Stratified sampling
 - Systematic sampling
 - Cluster sampling
 - Quota sampling
9. Under hypothesis testing which one of the following is considered to be a serious error?
- Type I error
 - Type II error
 - Type III error
 - None of these
10. A preliminary investigation to test the design of an investigation is known as
- guide study
 - pilot study
 - navigation study
 - none of the above
11. _____ is a scale that not only arranges objects or alternatives according to their respective magnitudes, but also distinguishes this ordered arrangement in units of equal intervals
- nominal scale
 - ordinal scale
 - interval scale
 - ratio scale
12. _____ is a set of elements taken from a larger population according to certain rules.
- sample
 - population
 - statistic
 - element

Section – B (200 Words)

Answer any 5 out of 7 (5x4 Marks=20 Marks)

- ~~13.~~ Explain the requirements of a good questionnaire
14. What do you mean by research design and what are the components of research design?
- ~~15.~~ Distinguish between primary data and secondary data.
- ~~16.~~ Explain the steps involved in report writing
- ~~17.~~ Distinguish between Type I and Type II errors
- ~~18.~~ Distinguish between schedule and a questionnaire
19. Why ethics in business research is important?

Section - C (500 Words, Case Study/ Essay Type)

First question of the section is compulsory (1x7 Marks=7Marks)

Answer any 3 out of 5 (3x7 Marks=21 Marks)

- ~~20.~~ Draft a questionnaire for conducting a study on problems of seafarers. Specify the sample selection procedure
- ~~21.~~ Explain the procedures adopted for testing of hypothesis
22. Explain the important methods of sampling
23. Give a brief description about the importance of measurement in research. Explain the various scaling techniques used for measurement while conducting a research study?
- ~~24.~~ Give a detailed description of the methods of primary data collection used in research
- ~~25.~~ Explain the significance of regression analysis in business research.
