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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(INDUSTRY INTEGRATED)

(SECOND YEAR)

170: RESEARCH METHODOLOGY

Time: Three hours

Maximum: 75 marks

SECTION - A

Answer any FIVE questions

(5 × 3 = 15)

Write short Answer:

1. What is decision theory?
2. What are research objectives?
3. What are sampling errors?
4. What is null hypothesis?
5. What is correlation?
6. What is content writing?
7. What is a survey?
8. What are primary data?

SECTION - B

Answer any THREE questions

(3 × 10 = 30)

9. Explain descriptive research?
10. Explain the discriminant analysis with a example.
11. How will you collect secondary data?
12. Discuss the importance of motivational research.
13. Explain the types of reports.

SECTION - C

Answer any ONE question

(1 × 15 = 15)

14. Describe the types of non-probability sampling.
15. Outline the contents of business report.
16. Discuss the application of decision theory in research.

**SECTION - D
COMPULSORY**

(1 × 15 = 15)

17. How will you estimate the demand for 2 wheeler in Indian market? Explain.

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