



PG – 869

**II Semester M.B.A. Degree Examination, July 2017**  
**(CBCS Scheme)**  
**MANAGEMENT**  
**2.2 : Managerial Research Methods**

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answer all Sections.

SECTION – A

Answer **any five** of the following questions. Each question carries **5** marks : **(5×5=25)**

1. Define business research. What are the major components of good research study ?
2. Distinguish between stratified and cluster sampling.
3. Briefly explain the concept of validity of scale.
4. Discuss Type I and Type II error in hypothesis testing.
5. What is Descriptive analysis ? Illustrate.
6. Distinguish between pure research and applied research.
7. What do you mean by coding of data ? Illustrate a sample code book.

SECTION – B

Answer **any three** of the following questions. Each question carries **10** marks :  
**(3×10=30)**

8. Define research design. Explain the various phases in research designing.
9. What should be the ideal structure of a research report ? What are the elements of structure defined by you ?

P.T.O.

