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Register Number:

**6627**

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, 2013**  
**(HUMAN RESOURCE MANAGEMENT)**

**(SECOND YEAR)**  
**(PAPER-XVI)**

**280. BUSINESS RESEARCH METHODS**

(Common with M.B.A Marketing Management and MBA Financial Management)

May]

[Time : 3 Hours

Maximum : 100 Marks

**SECTION – A**

(5×5=25)

*Answer any FIVE questions*

1. Explain briefly.
  - a) Decision theory.
  - b) Chi-square test.
  - c) Sampling.
  - d) Primary Data.
  - e) Ogive
  - f) Linear Correlation.
  - g) Path Analysis.
  - h) Parametric Tests.

**SECTION-B**

(3×15=45)

*Answer any THREE questions*

2. Explain the steps in the exploratory study.
3. What are the practical difficulties involved in sample size decision?
4. Evaluate the laboratory experimental method and field experimental method.
5. Compare and Contrast Likert-type scale with Thurstone Scale.
6. Describe the procedure of selecting investigators.

**SECTION-C**

(1×15=15)

*Answer any ONE questions*

7. Explain the various types of graphs and charts.
8. What is correlation? What are the various types of correlation and their uses?
9. Explain the place of non parametric tests in social science research.

**SECTION-D**

(1×15=15)

*(Compulsory Question)*

10. What is discriminate analysis? When and why is it made? Illustrate.