GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (Second Semester Regular) Examinations, May – 2024

23MBAPC12003 - Research Methods for Managers

Time: 3 hrs   Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A   **(2 x 5 = 10 Marks)**

Q.1. Answer *ALL* questions

		CO #	Blooms Level
a.	Describe Research.	CO1	K2
b.	Explain the objectives of research.	CO1	K4
c.	Discuss about data collection methods.	CO2	K4
d.	Explain Hypothesis.	CO3	K3
e.	Describe Importance of Interpretation.	CO5	K2

PART – B   **(10 x 5 = 50 Marks)**

Answer *All* the questions

		Marks	CO #	Blooms Level
2. a.	Explain the definitions, nature & importance of research and Discuss about Business research.	10	CO1	K4

(OR)

| b. | Describe the types of research. | 10 | CO1 | K3 |
| 3.a. | Discuss the tools and techniques of data collection. | 10 | CO2 | K2 |

(OR)

| b. | Discuss Bar charts, histograms, pareto chars. | 10 | CO3 | K2 |
| 4.a. | Illustrate Suppose we want to know if gender has anything to do with political party preference. So, we poll 440 voters in a simple random sample to find out which political party they prefer. The results of the survey are provided in the table below. | 10 | CO4 | K3 |

	Republican	Democrat	Independent
Male	100	70	30
Female	140	60	20

(An alpha level of 0.05 and 2 degrees of freedom, the critical statistic shown is 5.991)

(OR)

| b. | Explain the procedure the testing hypothesis through chi-Square test with suitable example. | 10 | CO4 | K4 |
| 5.a. | Illustrate: To access the significance of possible variation in performance in a certain test between the grammar schools of a city, a common test was given to a number of 5 students taken at random form the senior fifth class of each schools concerned. The results are given below. Make an analysis | 10 | CO4 | K3 |

of variance of data (given that F 0.05 for v 1 =3 v 2 =16 is 3.24 at 5% level of significance).

Schools	Marks of the students				
A	8	10	12	8	7
B	12	11	9	14	4
C	18	12	16	6	8
D	13	9	12	16	15

(OR)

b. Describe Type-1 error and type-2 error with suitable example.   10   CO4   K3

6.a. Analyse One-tailed test and two tailed test of Hypothesis with suitable example.   10   CO5   K4

(OR)

b. Prepare Reporting writing and Describe Mechanics of report writing.   10   CO5   K3

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