

M.A. DEGREE EXAMINATION, NOVEMBER 2018
I Year II Semester
Core Major - VII
RESEARCH METHODS

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. State the main objectives of research
2. List the various components of research problem
3. What is exploratory research design?
4. What do you mean by sampling design?
5. What are the sources of secondary data?
6. What is multivariate analysis?
7. What is target population?
8. What is tabulation?
9. List the techniques of univariate analysis
10. What is summary report?
11. What is bibliography?
12. Define the term correlation

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. What is research? Describe the characteristics of research
14. Distinguish between questionnaire and interview schedule.
15. How do you determine sample size
16. What is null hypothesis? What are the fundamentals of hypothesis testing
17. Explain the different methods of collection of primary data.
18. What is t test? When it is used and for what purpose?
19. Explain the different types of research report

Section C ($3 \times 10 = 30$) Marks**PART - A - Case Study - Compulsory Question**

20. Bajaj Auto one of the leading automobile company in India, lost market shares to its competitor Hero Honda in the late 1990's. In order to regain its market share, the company plans to find out the reason for its failure in the market. You are appointed as a researcher to M/s Bajaj Auto.
- What type of research design would you prefer? Support your answers with reason
 - State the sources through which Bajaj Auto can obtain primary data
 - How would you prepare a research support?

PART - B

Answer any **TWO** questions

- Discuss the steps involved in research process.
- Explain the various technique of sampling methods in research.
- Define questionnaire and explain the different types of questionnaire
- Define the various steps involved in drafting a research report.

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