A14

**Sreenidhi Institute of Science & Technology**

**(An Autonomous Institution**)

**Code No: 4Z105**

**MBA I - YEAR I - SEM, February, 2015 (Regular)**

**RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS**

**Time: 3 Hours Max. Marks: 60**

**Note: No additional answer sheets will be provided.**

**Part – A**

**Max. Marks: 10**

**Answer all the QUESTIONS**

**Define/Explain:**

1. Business Research
2. Pilot Study
3. Multi Dimensional Scaling
4. Skewness
5. Time Series
6. Non-Parametric Tests
7. Null Hypothesis
8. Simple Random Sampling
9. Probability Distribution
10. Correlation

**Part – B**

**Max. Marks: 50**

**ANSWER ANY FIVE. ALL QUESTIONS CARRY EQUAL MARKS.**

1. “Research plays an important role in the professional life of managers”. Comment, giving the foundations of Research and its importance for Managers in their profession.
2. "Sample size may not be a indicator of representativeness of the sample" Comment explaining how one can make the sample representative. Give the sampling techniques.
3. “Measurement of data and Scaling plays an important role in Research”. Comment, discussing concept of measurement and scaling in research.
4. “Data collected has to be analyzed using appropriate statistical tools and measures”. Comment, discussing measures of Central Tendency, Dispersion and Variation.
5. “Time Series helps to analyse the trends in data thereby one can know future value of data based on past values”. Comment, giving the concept, utility of time series in research.
6. “Setting and testing of Hypothesis is the core of any business research”. Comment, discussing the concept of Hypothesis setting and procedure for Hypothesis testing.
7. Answer the following:

a) Sources of data

b) Attitude measurement.

c) Moving averages.

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