

**2M6205**

Roll No. : \_\_\_\_\_

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**M.B.A. (Sem. II) (Main & Back) Examination, June / July - 2011**  
**M-205 Research Methods in Management**

Time : **3 Hours**][Total Marks : **70**[Min. Passing Marks : **28**

*The question paper is divided in two sections. There are sections A and B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application based question which is compulsory. All questions carrying equal marks.*

Use of following supporting material is permitted during examination.  
(Mentioned in form No. 205)

**1. Student -t distribution table****2. Area under the standard normal curve****SECTION - A**

- 1 (a) Explain following :
- (i) Sampling error and Standard error
  - (ii) Statistic and parameter
  - (iii) Sampling frame and population
  - (iv) Level of significance and level of confidence.
- 2×4**
- (b) A simple random sample is to be taken from a population of 50,000 sales invoices to estimate the mean amount per invoice. The standard deviation of the population is 4,000. The allowable error is 200 and the confidence coefficient is 90% ( $z = 1.64$ ). What size of sample is appropriate ?
- 8+6**
- 2 (a) What do you understand by a research report ? Explain its functions in brief. Name different types of research reports.
- (b) Prepare a format for a project report and discuss it in brief.
- 6+8**
- 3 (a) What do you understand by research designs ? Explain in brief different types of research designs with the help of examples.

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- (b) A manufacturer of dry cereal is producing 20 gms packages of his product. The weights of the packages are known to be normally distributed with a variance of 0.25 gms<sup>2</sup>. A sample of 49 packages shows on average weight of 19.8 gms. Test the appropriate hypothesis at 5% level of significance and discuss the results.

8+6

- 4 Discuss the mechanism of attitude measurement with suitable examples.

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- 5 (a) Explain the terms 'Correlation' and 'Regression' and their use in marketing.
- (b) The increase in the price of a share on certain days during Jan 2010 was 12, 15, 11, 16, 14, 14 and 16 respectively. The increase in the price of another share on the same days was 8, 10, 14, 10, 13, 11, and 11 respectively. Calculate the value of 't' and comment whether the trend in the prices of two shares is significantly different. Test at 5% level of significance.

6+8

- 6 Explain the importance of sampling techniques in business research. What do you understand by probability and non probability sampling ? Explain in brief, different methods of sampling by taking suitable examples.

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## SECTION - B

- 7 Answer the questions given at the end.

Your company manufactures good quality men's clothes (overcoats, suits, sports, jackets, and the like) priced slightly higher than your competitor's brands. You are asked to conduct a research to determine if men who are in your company's target market ask for a specific brand when purchasing an item of apparel. You are also to determine which brands they ask for and how well your company's brand compares with competitor's brands.

Q. Design questionnaires for conducting :

- (a) Personal interviews  
(b) Telephone interviews.

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