

F-2110

Sub. Code

7PCO1C1

M.Phil. DEGREE EXAMINATION, APRIL 2019

First Semester

Commerce

METHODOLOGY OF BUSINESS RESEARCH

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(7 × 3 = 21)

Answer **all** questions.

1. How does research aid planning?
2. What are the purposes of survey?
3. How is a research design prepared?
4. What is meant by stratified random sampling?
5. Define data. Give some examples.
6. What is descriptive analysis?
7. What is 'briefing' of a research report?

Section B

(4 × 6 = 24)

Answer any **four** questions.

8. Explain the various steps involved in the research process.
9. Discuss the various types of research design.
10. Enumerate the sources of hypothesis.

11. Distinguish between classification and tabulation.
12. Describe the importance of review of literature in thesis writing.
13. What are the purposes of statistical analysis of research data?

Section C (2 × 10 = 20)

Answer **all** questions, choosing either (a) or (b).

14. (a) Who should identify the research problem – the guide or the scholar? Explain the strengths and weaknesses of each source of research problem.

Or

- (b) Discuss the components of a good research design.

15. (a) Explain Type I and Type II error with suitable example.

Or

- (b) Explain the rules for arrangements of text, diagrams, references in a research report.

Section D (1 × 10 = 10)

Compulsory.

16. You have been asked to develop an index of employee morale in an industrial undertaking.
 - (a) What constructs or concepts might you employ?
 - (b) Choose the major concepts and specify their dimensions.
 - (c) Select observable indicators to measure those dimensions.
 - (d) How would you compile these various dimensions into a single index?

F-2111

Sub. Code

7PCO1C2

M.Phil. DEGREE EXAMINATION, APRIL 2019

First Semester

Commerce

TECHNIQUES OF BUSINESS RESEARCH

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(7 × 3 = 21)

Answer **all** questions.

1. Define Business Research.
2. What is a Non-Linear Regression?
3. What is meant by testing of Hypothesis?
4. What is Yates Correction?
5. Bring out the concept of canonical correlation.
6. What is meant by ARMA?
7. Point out significance of Type I and Type II errors.

Section B

(4 × 6 = 24)

Answer any **four** questions.

8. Distinguish Regression and Correlation.
9. State the uses of chi-square test.

10. What are the methods of qualitative research?
11. A coin was tossed 400 times and the head turned up 216 times. Test the hypothesis that the coin is unbiased?
12. Explain the uses of measures of central tendency.
13. Explain Two-way ANOVA with interaction and post HOC tests in ANOVA.

Section C $(2 \times 10 = 20)$

Answer **all** questions, choosing either (a) or (b).

14. (a) 4 coins were tossed 160 times and the following results were obtained :

No. of heads	0	1	2	3	4
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Observed frequencies	17	52	54	31	6
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Under the assumption that coins are balanced find the expected frequencies of getting 0, 1, 2, 3 or 4 heads and test the goodness of fit.

Or

- (b) From the following data perform two-way ANOVA.

Plots of Land	Treatment			
	A	B	C	D
I	38	40	41	39
II	45	42	49	36
III	40	38	42	42

15. (a) In a population of 500 students the number of married is 200. Out of 150 students who failed 60 belonged to the married group. It is required to find out whether the attributes marriage and failure are independent, positively associated or negatively associated.

Or

- (b) Discuss in brief about Non-parametric tests and its significance.

Section D

(1 × 10 = 10)

(Compulsory)

16. A company's trainees are randomly assigned to groups which are taught a certain industrial inspection procedure by three different methods : At the end of the instructing period they are tested for inspection performance quality and the following are their scores :

Method A → 80, 83, 79, 85, 90, 68

Method B → 82, 84, 60, 72, 86, 67, 91

Method C → 93, 65, 77, 78, 88.

Use the H test to determine at the 0.05 level of significance whether the three methods are equally effective.

F-2112

Sub. Code

7PCO2C1

M. Phil. DEGREE EXAMINATION, APRIL 2019

Second Semester

Commerce

RESEARCH FOR BUSINESS DECISIONS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(7 × 3 = 21)

Answer **all** questions.

1. Bring out the important components of business research dimensions.
2. What do you understand by the term online Marketing?
3. What do you mean by media effectiveness in advertising?
4. How can you analyse the role of entrepreneurs in Business Decisions?
5. State the importance of Research on Leadership traits.
6. Write short notes on Disinvestment.
7. What are the recent trends in research on Foreign Exchange Market?

Part B

(4 × 6 = 24)

Answer any **four** questions.

8. How you will assess the impact of globalization on a business concern?
9. Distinguish between recruitment and selection.
10. State the process of research in Stress Management.
11. What are the factors do you consider while studying organizational climate?
12. Discuss the risk return patterns of project decisions.
13. What techniques can be used to carry out motivation research?

Part C

(2 × 10 = 20)

Answer **all** the questions.

14. (a) Define channel of distribution. Explain research channel selection in case of consumer durables.

Or

- (b) Explain absenteeism and role of research in controlling absenteeism.
15. (a) “Increased sophistication in marketing research is a mere wastage of time and money”. Do you agree? Explain.

Or

- (b) Discuss various pricing strategies. How will you measure its effectiveness?

Part D

(1 × 10 = 10)

(Compulsory)

16. You are attempting to study the inter linkage between export finance provided by banks and export performance of exporters in a district of Tamilnadu. Put fourth the objectivities, research hypotheses, possible sampling methods and relevant tools for analysis.
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