

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
Second Semester MBA Degree Examination September 2021 (2020 Scheme)

**Course Code: 20MBA112**

**Course Name: RESEARCH FOR MANAGERIAL DECISIONS**

Max. Marks: 60

Duration: 3 Hours

**PART A**

*Answer all questions. Each question carries 2 marks*

- |   |                                                  | Marks |
|---|--------------------------------------------------|-------|
| 1 | List out the steps in research process.          | (2)   |
| 2 | Define Validity and mention its different forms. | (2)   |
| 3 | What is exploratory research design?             | (2)   |
| 4 | State the assumptions of the Parametric Tests.   | (2)   |
| 5 | How to write a good abstract for research?       | (2)   |

**PART B**

*Answer any 3 questions. Each question carries 10 marks*

- |    |                                                                                                                                                      |      |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 6  | Explain the following research designs: Descriptive Studies and Causal Studies.                                                                      | (10) |
| 7  | Discuss various data collection methods with suitable examples.                                                                                      | (10) |
| 8  | Elucidate sampling methods and discuss in detail the random sampling method.                                                                         | (10) |
| 9  | Depict how T-test and ANOVA are used with appropriate examples.                                                                                      | (10) |
| 10 | What is the difference between editing and coding of data? Does a researcher need to perform both or one of the two before performing data analysis? | (10) |

**PART C**

*Compulsory question carrying 20 marks*

- |    |                                                                                                                                                                                                     |      |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 11 | As a researcher you are approached by an NGO to identify the problem of non-communicable disease in the 10 villages covered by them. Frame a project proposal to address the same with all details. | (20) |
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