

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Second Semester MBA Degree Examination June 2022 (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 | Mention the benefits of business research in business and industry. | (2) |
| 2 | What is itemized rating scale? | (2) |
| 3 | Define stratified sampling. | (2) |
| 4 | What do you mean by Factor analysis? | (2) |
| 5 | State the concept of bibliography. | (2) |

PART B

Answer any 3 questions. Each question carries 10 marks

- | | | |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 6 | Describe the criteria for good research. | (10) |
| 7 | Elaborate the role of literatures in research work. | (10) |
| 8 | Explain the various factors to be considered for determining the sample size. | (10) |
| 9 | A controlled experiment was conducted to test the effectiveness of new drug. Under this experiment 300 patients were treated with the new drugs and 200 were not treated with the new drug. The results of the experiments are presented below. Using the chi-square test, comment on the effectiveness of drug. | (10) |

Details	Cured	Condition worsened	No effect	Total
Treated with the drug	200	40	60	300
Not treated	120	30	50	200
Total	320	70	110	500

- | | | |
|----|------------------------------------------|------|
| 10 | Discuss the requisites of a good report. | (10) |
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PART C

Compulsory question carrying 20 marks

- 11 Explain the importance of research methodology in social science research. (20)

Prepare a research methodological framework for a survey to study the customer satisfaction in a public sector Bank.
