

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

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

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

Second Semester MBA Degree Regular and Supplementary Examination June 2023

**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 | Define ex-post facto research.              | (2) |
| 2 | What is constant sum scale?                 | (2) |
| 3 | Mention the concept of construct validity.  | (2) |
| 4 | What do you mean central editing?           | (2) |
| 5 | State the meaning of discriminant analysis. | (2) |

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

- 6 Elucidate the qualities to be possessed by a good researcher.
- 7 Define exploratory research. What are its characteristics?
- 8 Explain the major non-probability sampling methods.
- 9 The average no. of articles produced by two machines per day are 200 & 250 with S.D 20 & 25 respectively on the basis of 25 days production. Can you regard both the machines equally efficient at 1% level of significance? Give reasons for your response.
- 10 What is data processing? Explain the different stages in data processing.

**PART C***Compulsory question carrying 20 marks*

- 11 "Questionnaire introduces relatively less bias than an interview." Do you agree (20)  
or disagree? Support your opinion by preparing a questionnaire to study the  
'customer satisfaction towards Brand X AC's.'

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