

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

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

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

Second Semester MBA Degree Regular and Supplementary Examination June 2024

**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 types of research.   | (2)   |
| 2 How can we frame a research hypothesis?                                      | (2)   |
| 3 Differentiate between convenience and judgmental sampling.                   | (2)   |
| 4 Define Correlation coefficient and how it is used in research?               | (2)   |
| 5 What is Citation Analysis? How is it used as a tool for research evaluation? | (2)   |

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

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|---|------|
| 6 Explain the importance of market research before launching a product.                               | (10) |
| 7 Narrate the types of qualitative research design.   | (10) |
| 8 Discuss in detail the process of designing a questionnaire  | (10) |
| 9 Illustrate 'Multivariate Analysis' with the help of appropriate examples.                           | (10) |
| 10 Describe the characteristics and logical format for writing a research thesis and research papers. | (10) |

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

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| 11 Health department is approaching you to conduct a survey on the awareness of Covid pandemic among auto-rickshaw drivers in Kerala. Chart out a scientific research project. | (20) |
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