

**MBA (B & D) DEGREE EXAMINATION, NOVEMBER 2008**

**Banking & Insurance**

**RESEARCH METHODS**

**(CBCS - 2007 Batch)**

Duration : 3 Hours

Maximum : 100 marks

Answer ALL Questions

Each Question Consists of (a) and (b),  
(a) carries 6 Marks and (b) carries 14 Marks

1. a. 'Quantitative Research' vs 'Qualitative Research' -  
Comment.
- b. Explain in detail the steps involved in arriving at a Research  
Problem

(OR)

2. a. Theoretical perspectives Vs Empirical perspectives  
- Compare and contrast ?
  - b. "The process of social sciences Research has to drastically  
improve" - Critically examine ?
3. a. Explain Non-Probability sampling Techniques ?
  - b. Explain data collection methodologies ?

(OR)

4. a. Distinguish between ‘Questionnaire’ and ‘Interview schedule’ ?  
b. Design a Questionnaire to uncover the investment habits of retail investors in a falling capital market scenario ?
5. a. Explain the methods of data collection ?  
b. Describe the essential attributes to be considered while selecting an appropriate data collection method ?

(OR)

6. a. Describe an appropriate data gathering method to cover down-side risks ?  
b. “Data collection methods and processes used in major surveys (incl. Exit - poll surveys) have come under scrutiny due to wide variance between observed results and actual outcomes” - Critically examine and comment as a Research Methodologist ?
7. a. Explain atleast two multi - variate data analysing techniques and its uses ?  
b. Distinguish between ‘Multi collinearity’ and ‘Autocorrelation’ with detailed examples. As a researcher, how would you interpret these conditions ?

(OR)

8. a. Explain measures of dispersion ?

b.	A	B
	17	22
	14	26
	12	31
	13	29

What is the covariance between populations A and B ?

9. a. Explain Types of Research Reports ?

b. "A Research Report to be effective has to be interpretable to the audience" - Corroborate

(OR)

10. a. "Presentation is the key in a Research Report" - Comment.

b. Poor Drafting and Report writing has become the bane of business communication" - critically examine the statement.

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