

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**SECOND SEMESTER MBA DEGREE EXAMINATION (Regular), JULY 2022
(2021 Scheme)****Course Code: 21MBA112****Course Name: Research for Managerial Decisions****Max. Marks: 60****Duration: 3 Hours****(Usage of Statistical Table is permitted)****PART A***(Answer all questions. Each question carries 2 marks)*

1. List out the need of business research.
2. Explain the levels of measurement.
3. Explain the concept 'Pilot Study'
4. What do you mean by type I and type II error?
5. Define the term Plagiarism.

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

6. Explain the applications of business research in financial and marketing decisions.
7. Difference between Probability and non probability sampling techniques.
8. Develop a questionnaire for conducting survey among students to find the effectiveness of online education among the B-school students.
9. Describe in detail the relevance of data editing and coding in analysis of data with relevant examples
10. Discuss the relevance of oral presentation in research. What is the planning and preparation a researcher need to make for oral presentation?

PART C*(Compulsory question, the question carries 20 marks)*

11. a) As a researcher you are approached by town planning authority to identify the problems of taxi drivers in the town. Frame a project proposal to address the same with all details.
(10 Marks)
- b) Prepare a research report for submitting to the town planning authority covering all the essential components of a research report.
(10 Marks)
