

R22

Code No: 781AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, February/March - 2025

RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS

Time: 3 Hours

Max.Marks:60

Note: This question paper contains two parts A and B. i) **Part- A** for 10 marks, ii) **Part - B** for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of **ten questions** (numbered from 2 to 11) **carrying 10 marks each**. Each of these questions is from each unit and may contain sub-questions. For each question there will be an “either”/“or” choice, which means that there will be two questions from each unit and the student should answer either of the two questions.

PART – A

(10 Marks)

- 1.a) “All progress is born of inquiry”. What does this mean in research? [1]
- b) What are the three criteria that research has to adhere to? [1]
- c) What is a longitudinal study with an example? [1]
- d) How do you explain reliability? [1]
- e) What is univariate data? [1]
- f) Explain the ranking scale with an example. [1]
- g) What is two way ANOVA? [1]
- h) What is the function of regression? [1]
- i) Is the analytical report and informational report the same? Why? [1]
- j) What is trend analysis with an example? [1]

PART - B

(50 Marks)

- 2.a) What does the research process address? How can a researcher determine an appropriate process of research?
- b) Explain the ethics in business research with examples. [5+5]

OR

- 3.a) Distinguish qualitative with quantitative research with examples? Which is a popular method? Why?
- b) How do researchers measure the variables? [5+5]

- 4.a) Discuss sample, sample size, and sampling technique with examples?
- b) Explain briefly the sampling methods used in research. [5+5]

OR

- 5.a) What is scaling? Discuss the types of scales? What are the functions of scaling in research?
- b) Explain validity in research. Explain the errors commonly found in measurement. [5+5]

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6. What is a hypothesis? What are the general functions of a hypothesis? What are common forms of hypotheses that researchers use in their research? [10]

OR

7.a) Explain t-Distribution and the standard normal distribution? What are the scores? How is it calculated?

b) You have a sample of 20 students from two different classes to estimate the score and want to know if there is a difference between the two groups. How will you go about it? [5+5]

8.a) What is a chi-square test? Explain the two types of chi-square test with an example each?

b) What are the properties of Chi-square test? What are its limitations and how do we solve them? [5+5]

OR

9.a) How do you explain a correlation analysis? What are the uses of correlation analysis? Is correlation the same as regression?

b) What is correlation coefficient? Explain the types of correlation co-efficient with examples? [5+5]

10. Is time series the same as index numbers? Why? Why not? Illustrate with examples? What are the uses and characteristics of index numbers? [10]

OR

11. List the types of research reports with an example each. What are the steps that one has to follow in writing a research report? [10]

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