



THE AMERICAN COLLEGE, MADURAI
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale
Backlog Arrear Examination, March 2021

MBA 4516

RESEARCH METHODOLOGY

TIME: 3 hrs

Marks:75

PART – A

Answer any five of the following questions

(5 x 15 = 75)

- 1) Enumerate the steps to be adopted in research process
- 2) Explain the different exploratory research techniques
- 3) Elaborately discuss the different non probability sampling techniques
- 4) Discuss in detail the following primary data collection methods a) Observation b) Questionnaires c) Interview
- 5) Explain the steps to be carried out during the data preparation stage
- 6) Enumerate and explain the steps to be carried out in hypothesis testing
- 7) Elucidate the components of the research report
