

**2008 BHARATHIAR UNIVERSITY M.B.A**

M.B.A DEGREE EXAMINATION , JUNE 2008  
FIRST YEAR

**RESEARCH METHODS FOR MANAGEMENT**

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

**Answer any Five Questions**

1. Describe the different steps involved in research process.
2. Briefly explain some of the important designs used in experimental design.
3. Explain the various scaling techniques in measuring the variables.
4. Explain various aspects involved in questionnaire design.
5. Briefly explain different types of sampling techniques with examples.
6. Explain the various methods of factor analysis.
7. Explain the salient features of SPSS and outline how SPSS is used in research analysis.
8. Describe, in brief, the layout of a research report, covering all relevant points.

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