

(For the candidates admitted from 2024–2025 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2025

First Semester

QUANTITATIVE TECHNIQUES AND RESEARCH METHODS IN BUSINESS

Time : Three hours

Maximum : 75 marks

PART A — ($10 \times 2 = 20$ marks)

Answer ALL questions

1. What is the chance of getting a king in a draw from a pack of cards?
2. State the addition theorem of probability.
3. Write short note on manifold classification.
4. State the various types of scales.
5. Calculate A.M for the given data. 12,14,2,16,10,8.
6. State the formula for Karl Pearson Co efficient of correlation.
7. Give a short note on conjoint analysis.
8. What is Regression?
9. What are the key considerations of chapterisation in report writing?
10. State the different styles of referencing.

PART B — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

11. State and Prove Baye's Theorem.
12. Why research designs are important?
13. Find Standard deviation of the given data.

8 9 15 23 5 11 19 8 10 12

14. Explain Cluster Analysis.
15. How do you write the title of report? Explain.

PART C — ($5 \times 8 = 40$ marks)

Answer ALL questions.

16. (a) An Urn contains 8 white balls and 3 red balls. If two balls are drawn at random. Find the probability that (i) Both are White (ii) Both are red.

Or

- (b) From a pack of 52 cards two cards are drawn at random. Find the chance that one is knave and the other is queen.

17. (a) Explain the various methods of Primary data collection.

Or

- (b) Differentiate Probability Sampling with Non Probability Sampling.

18. (a) Calculate A.M

Marks	4	8	12	16	20
No. of students	6	12	18	15	9

Or

- (b) The ranks of students in Hindi and Tamil are given by

Hindi	6	1	5	2	4	3
Tamil	3	1	4	2	5	6

19. (a) Describe the applications of Multi dimensional scaling in management Problems.

Or

- (b) Explain SEM Analysis its key aspects in Research.

20. (a) Discuss about the ethical considerations in research methodology

Or

- (b) What are the major differences between research in Academic and in Industry - Explain.
