

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270233

Roll No.

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MBA

(SEM II) THEORY EXAMINATION 2013-14
RESEARCH METHODOLOGY

Time : 3 Hours

Total Marks : 100

Note :- Attempt questions from each section as per directions.

SECTION-A

1. Attempt all parts of this questions in 50-75 words each. All parts carry equal marks : (2×10=20)
- (a) What do you mean by survey ?
 - (b) What is observation ?
 - (c) Define the term population
 - (d) What is meant by parameter ?
 - (e) Define the term sample.
 - (f) What is sampling errors ?
 - (g) Explain the concept of standard error.
 - (h) What is meant by questionnaire ?
 - (i) Explain the concept of central tendency.
 - (j) What are type - I and type - II errors ?

SECTION-B

2. Attempt any **three** parts of this question in 200-300 words each.

All parts carry equal marks : **(10×3=30)**

- (a) Briefly describe the various steps involved in the process of research.
- (b) Differentiate between primary and secondary data. Also describe the sources of secondary data.
- (c) Explain the procedure of coding and tabulation of data.
- (d) Briefly describe the procedure of hypothesis-testing.
- (e) Discuss the precautions to be taken while writing a research report.

SECTION-C

Attempt the following questions in 300-500 words each.

All questions carry equal marks. : **(10×5=50)**

3. What is meant by research ? Discuss the application of research in various functional areas of management.

OR

What do you understand by research design ? Differentiate between exploratory and descriptive research designs.

4. Explain the concept of sampling. Differentiate between random and non-random sampling methods.

OR

Explain the concepts of measurement and scaling ? Also distinguish between comparative and non-comparative scaling techniques.

5. Give an overview of various kinds of important charts and diagrams used in data analysis.

OR

What is analysis of variance ? Discuss its application in business research.

6. What is chi-square test ? Explain, how it is used to test the hypothesis related to the association or independence of attributes.

OR

"Interpretation is an art of drawing inferences, depending upon the skills of researcher". Critically examine this statement.

7. Explain the significance of a research report and also describe, in brief, the layout of a research report, covering all relevant points.

OR

Write short notes on any two of the following :

- (a) Experimentation
- (b) Measures of Dispersion
- (c) SPSS
- (d) Bibliography and its importance