

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

Paper ID: 270231

Roll No. 

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M.B.A.

Theory Examination (Semester-II) 2015-16

**RESEARCH METHODOLOGY**

*Time : 3 Hours*

*Max. Marks : 100*

**Section-A**

1. Answer the following questions not more than 30 words each. (2×10=20)
- a. Explain what do you mean by the concept of research.
  - b. Discuss types of research.
  - c. Explain the meaning of a research design.
  - d. What is sampling?
  - e. Explain Pie diagram.
  - f. What is coefficient of standard deviation?

- g. What is bibliography?
- h. What do you mean by secondary data ?
- i. Explain process of research.
- J. What is hypothesis?

### Section-B

2. Answer any five questions from this section. (10×5=50)

- a. Critically examine business research process.
- b. What is questionnaire design?
- c. The main aim of research is to find out the truth which is hidden and has not been discovered as yet. Discuss.
- d. Illustrate analysis of variance.
- e. Discuss the guidelines for report writing.
- f. Write a lucid note on an overview of SPSS.
- g. What is stratified random sampling?
- h. What is non-sampling error?

### Section-C

Attempt any two questions from this section. (15×2=30)

- 3. What is business research? Discuss some distinguished features of business research. Define the distinctions between primary, secondary and tertiary sources in secondary data research.
- 4. What factors should be considered in choosing between probability and nonprobability sampling. Define the appropriate target population and the sampling frame in each of the following situations.
  - (i) The manufactures of a new cereal brand wants to conduct in home product usage test in UP.
  - (ii) A national chain store wants to determine the shopping behavior of customers.
- 5. An automobile manufacturer observes the demand for its brand is decreasing. Manufacturer knows that demand for its product is linked with per capita income, interest rate and other macro economic factors. Further, buyer purchase behavior can be linked with age, gender, education etc. as well as competitor's advertising product or dealer discounts etc. Suppose manufacturer hired you as a research consultant to

solve his marketing woes, how would you go for this research in terms of:

- (i) Formulating business research questions hierarchy.
- (ii) Identifying which are dependent, independent and extraneous variables in aforesaid case.
- (iii) Suggesting some tentative hypothesis so as to check the same with research data later on.