

Printed Pages : 2

MBA-023

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

PAPER ID 7112

Roll No.

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M.B.A.

(SEMESTER-II) THEORY EXAMINATION, 2011-12

RESEARCH METHODOLOGY

Time : 3 Hours]

[Total Marks : 100

Note : Attempt questions from **all** Sections as directed.

Section – A

1. Answer all **ten** questions. All questions carry equal marks. **10 × 2 = 20**
- (a) What is a hypothesis in research ?
 - (b) What are longitudinal research designs ?
 - (c) Explain descriptive research. List the six W's of descriptive research.
 - (d) Differentiate qualitative research with quantitative research.
 - (e) What are the advantages of focus group in qualitative research technique ?
 - (f) What is trace analysis ?
 - (g) What is a double barreled question ?
 - (h) Explain the snowball sampling.
 - (i) Define incidence rates with suitable example.
 - (j) What is probing ?

Section – B

2. Answer any **three** of the following questions : **3 × 10 = 30**
- (a) Discuss the steps involved in research process.
 - (b) What is a research design ? Differentiate between exploratory and conclusive research.
 - (c) What are the relevant factors for evaluating which survey method is best suited to a particular research project ?
 - (d) Describe the issues involved in pretesting a questionnaire ?
 - (e) Discuss the sampling design process.

Section – C

Answer the following questions :

5 × 10 = 50

3. Differentiate between direct and indirect qualitative research. Present suitable illustrations for both.

OR

What is observation method in research ? What are the relative advantages and disadvantages of observation ?

4. Explain the guidelines in deciding on the question wordings in a questionnaire ?

OR

What are the probable reasons that respondents are unable to answer the questions asked by the interviewer ? Also suggest the ways to overcome them.

5. Probability Sampling Technique has got its own merits in data collection. Explain the probability sampling techniques available for data collection.

OR

What do you understand by Response rate in Research ? What are the methods of improving response rates ?

6. What is data preparation ? Describe the data preparation process.

OR

Discuss in detail the precautions to be taken while preparing a research report.

7. Write short notes on any **two** of the following :

- (i) Computerized databases.
 - (ii) Laboratory v/s Field experiment.
 - (iii) Quota sampling v/s Judgemental Sampling.
 - (iv) Strategies to adjust for non response.
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