



Printed Pages : 3

MBA – 215

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

PAPER ID : 7066

Roll No.

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M. B. A.

(SEM. II) EXAMINATION, 2006-07

RESEARCH METHODOLOGY

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (1) Attempt **all** questions.
 - (2) All questions carry equal marks.
 - (3) In case of numerical problems assume data wherever not provided.
 - (4) Be precise in your answer.

1. Attempt any **four** parts of the following: **5×4=20**

- (a) Provide a brief example to illustrate the importance of business research in determining the corrective action to be taken when results from the market place are disappointing.
- (b) Discuss the factors to be considered in deciding to use external supplier of data in light of 4Cs of research.
- (C) “Many a time management is not convinced about the utility of research and regards it as an unnecessary activity over which no fund should be spend”. Comment.

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- (d) What actions guarantee good business research?
List criteria of good business research.
- (e) Distinguish among the following sets of items and suggest the significance of each in research context:-
 - (i) Concept and Construct
 - (ii) Deduction and Induction
 - (iii) Hypothesis and Proposition
- (f) In your company's management development programme there was a heated discussion between some people who claimed, "Theory is impractical and thus no good" and other who claimed. "Good theory is most practical approach to problem" which proposition would you take and why?

2. Attempt any **two** parts of the following : **10×2=20**

- (a) How do the nature and purpose of a cross-sectional study differ from those a longitudinal study ? Explain.
- (b) When is the case study approach likely to be appropriate? What are its distinctive features?
- (C) Explain, briefly, Fisher's principles of replication, randomization and local control as the three basic principles of the experimental design.

3. Attempt any **two** parts of the following : **10×2=20**

- (a) Discuss the advantages and disadvantages of secondary data obtained from government sources and those obtained from syndicated sources.
- (b) What is data mining? Explain how internal data mining techniques are different from literature. Search.
- (c) What is a multiphase sampling? How does it differ from a one stage sample and a multiphase sample?

4. Attempt any **two** parts of the following : **10×2=20**
- (a) Suppose you were preparing two way tables of percentages for the following pairs of variables. How would you rate the percentages?
 - (i) Age and consumption of breakfast cereal.
 - (ii) Family income and confidence about the family safety.
 - (iii) Marital status and sports participation.
 - (iv) Crime rate and unemployment rate
 - (b) What are the steps involved in hypothesis testing? What is the importance of this process ?
 - (c) Describe the assumptions of ANOVA, and explain how they may be diagnosed?
5. Attempt any **four** parts of the following : **5×4=20**
- (a) Write a typical report active.
 - (b) Why is the executive summary such a critical component of a research report ? Explain.
 - (C) To have an impact on reader a research report must have an element of humour and must be entertaining” Discuss this statement.
 - (d) Distinguish between technical report and management report.
 - (e) Describe the difference between dependency technique and interdependency techniques. When would you choose a dependency technique?
 - (f) What are the advantages and disadvantages of the survey to those of observations under which circumstances could you make a case for observation.

