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Paper Id: 

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Sub Code: NMBA 028

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MBA

(SEM II) THEORY EXAMINATION 2017-18

RESEARCH METHODOLOGY

Time: 3 Hours

Total Marks: 100

**Note:** Attempt all Sections. If require any missing data; then choose suitably.

## SECTION A

**1. Attempt all questions in brief. 2 x 10 = 20**

- a. Explain the role of research in management decision making?
- b. "Empirical research in India articular creates so many problems for the researchers" State the problems that are usually freed by such researchers?
- c. What are the requirements for good research design?
- d. Give your understanding of a good research design is single research design suitable in all research studies? If not why?
- e. Point-out the possible sources of error in measurement. Describe the tests of sound measurement?
- f. Clearly explain the difference between collection of data through questionnaire and schedules?
- g. What do you mean by multivariate analysis? Explain how it differs from bivariate analysis?
- h. Narrate the various advantages of using non-parametric tests. Also point out their limitations?
- i. "Report writing is more an art that hinges upon practice and experience" Discuss?
- j. "Interpretation is an art of drawing inferences depending upon the skill of the researcher" Elucidate the given statement explaining the technique of interpretation?

## SECTION B

**2. Attempt any three of the following: 10 x 3 = 30**

- a. Describe in brief the layout of a research report, covering all relevant points and narrate?
- b. Briefly describe the important parametric tests used in context of testing hypothesis, How such tests differ from non-parametric tests? Explain.
- c. Enumerate the different methods of collecting data. Which are the most suitable for conducting enquiry regarding family welfare programme in India? Explain its merits and demerits.
- d. Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample , explain with an example
- e. Briefly describe the different steps involved in a research process?

## SECTION C

**3. Attempt any one part of the following: 10 x 1 = 10**

- (a) Define Research? Explain the role of research in management decision making with suitable illustration. Explain in detail, the types of research?
- (b) What are the various types of business problems encountered by the researcher? What precautions should be taken in this regard?

4. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Explain the types of Qualitative techniques for exploratory research design. Highlighting projective techniques, depth interviews, experience survey, focus groups and observation?
  - (b) How does case study method differ from the survey method? Analyze the merits and limitations of case study method in research?
5. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Examine the merits and limitations of the observation method in collecting material. Illustrate your answer with suitable example?
  - (b) Critically examine the followings:
    - i) What are the guiding considerations in the construction of questionnaire? Explain
    - ii) Interview introduces more bias than does the use of questionnaire, Explain?
6. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) What is Hypothesis? What characteristics it must possess in order to be a good research hypothesis? A manufacturer considers his production process to be working properly if the mean length of the rods it manufactures is 8.5; The standard deviation of the rod always runs about 0.26. Suppose a sample of 64 rods is taken and this gives a mean length of rods equal to 8.6. What is the null and alternate hypothesis for this problem? Can you infer at 5% level of significance that the process is working properly?
  - (b) What is a t-test? When it is used and for what purpose, Explain by means of examples.
7. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Explain the meaning of analysis of variance; Describe briefly the technique of analysis of variance for one-way and two-way classification?
  - (b) Write short note on :
    - i) What points will you keep in mind while preparing a research report? Explain
    - ii) Mention the different types of report, particularly pointing out the difference between a technical and a popular report?