K-833

MS-110

Research Methodology

Master of Business Administration (MBA)

2nd Semester Examination, 2023 (Dec.)

Time : 2 Hours]   **Max. Marks : 70**

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. "Interpretation is an art of drawing inferences, depending upon the skills of the researcher." Elucidate the given statement explaining the technique of interpretation.

2. Describe the case study method with suitable example. Analyze the merits and limitations of case study method.

3. "A sample may be large yet worthless because it is not random; or it may be random but unreliable because it is small." Comment upon the above statement and explain the importance of sampling in daily life.

4. Define Research and briefly describe the different steps involved in a research process.

5. Discuss the necessary guidelines for preparing good research reports.

SECTION–B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only.   (4×8=32)

1. Explain qualities of a good researcher.

2. What is the meaning of measurement in research? What are the different types of scales?

3. Define and differentiate between Null and Alternative hypothesis.

4. What do you mean by one tailed and two tailed test?

5. What do you mean by Review of Literature?

6. What are the major differences between a sample and a census?

7. Distinguish between Research Method and Research Methodology.

8. What is factor analysis? What are uses of factor analysis?

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