

A-0788

Total Pages : 4

Roll No. -----

MS-110

Research Methodology

Master of Business Administration (MBA)

2nd Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided into Two (02) Section 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.

P.T.O

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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.

(2x19=38)

- Q.1. What is research methodology in management?
Discuss its relevance in solving managerial problems.
- Q.2. Compare exploratory, descriptive, and experimental research designs. How is each design suited to specific research needs?
- Q.3. Explain the concept of sampling in research. Discuss various sampling techniques with examples.
- Q.4. Define Research Report. Explain various types of research report in detail.

- Q.5. Define discriminant analysis. What are the types of evaluation criterion used in discriminant analysis?

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.

[4x8=32]

Briefly discuss any four (04) of the following:

- Q.1. Importance of review of literature.
- Q.2. Type I and Type II Error.
- Q.3. Classification of Data.
- Q.4. Measuring Scale and Types.
- Q.5. Chi-Square test.

P.T.O

Q.6. Factors Analysis.

Q.7. Objectives of Multivariate Analysis.

Q.8. Advantage and limitation of questionnaire method.
