

**A-1354**

Total Pages : 3

Roll No. ....

**MS-110**

**Master of Business Administration (MBA)**

**Research Methodology**

Examination February, 2026

Time : 2:00 Hrs.

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** (2×19=38)

*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.

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( 1 )

P.T.O.

1. Discuss the nature and scope of research methodology. Explain the major fields of human knowledge and how management research contributes to each.
2. Explain various methods of data collection including observation, interview and questionnaire methods. Compare their suitability in different types of business research situations.
3. What do you mean by attitude measurement ? Explain different scaling techniques used in survey research. Discuss their relevance in marketing and HR studies.
4. What is data analysis ? Discuss qualitative and quantitative analysis techniques. Explain the use of descriptive and inferential statistical tools in research interpretation.
5. Explain the structure of a research report. Discuss the steps for preparing an effective report and guidelines for good presentation using PowerPoint or other digital tools.

### **Section–B**

#### **Short Answer Type Questions (4×8=32)**

**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.

Briefly discuss any *four* of the following :

1. Experimental *vs.* descriptive research design.
2. Importance of problem formulation in research.
3. Components of a good research abstract.
4. SPSS/Excel usage in basic data analysis.
5. Deductive *vs.* Inductive reasoning.
6. Sampling distribution and its significance.
7. Components of a good hypothesis.
8. Advantages of using case study research.

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