A–725

MS–110

RESEARCH METHODOLOGY

Master of Business Administration (MBA)

2nd Semester Examination, 2024 (June)

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.

1. What do you mean by Sample Design ? Discuss different types of sampling techniques with the help of suitable examples.

2. What do you mean by research ? Classify different types of research with the help of suitable examples.

3. Elaborate mechanics of writing a research report. Discuss preparation of final bibliography and explain writing mechanism of bibliography.

4. "Analysis is a critical examination of collected data or facts." Discuss. What are the major steps included in an exercise of data analysis ?

5. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement ? Give reason in support of your answer.

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.

1. Define and differentiate between Quantitative and Qualitative Data.

2. Explain the meaning of Research Hypothesis in context of research design.

3. Differentiate between bivariate analysis and multivariate analysis.

4. What issues should be considered during the construction of a questionnaire ?

5. Define and differentiate between Type II Error & Type I Error.

6. Explain and examine the uses and limitation of Survey approach.

7. Write a note on use of statistical software in research.

8. What do you mean by parametric and non-parametric test ?

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