

**A-0739**

Total Pages : 3

Roll No. ....

**MS-110**

**Master of Business Administration (MBA)**

**(Research Methodology)**

Examination, June 2025

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. Discuss about the nature of research in management. Define various motivating factors of research in management.
2. Describe the primary methods of data collection. Compare their effectiveness in different research scenarios.
3. What are the key components of a research report ? Discuss how to ensure clarity and coherence in writing.
4. What are the advantages and limitations of sampling ? Define various steps which account in selecting the sampling.
5. How do parametric and non-parametric tests differ in terms of data requirements ? Illustrate with examples the scenarios where each method is appropriate.

### **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. Exploratory and Descriptive Research.
2. Deductive and inductive reasoning.

3. Primary and Secondary source of data.
4. Construction of Likert scale.
5. Student's T-Distribution.
6. Conjoint analysis with the help of an example.
7. Role of Statistical Softwares in research.
8. Usage of the Multidimensional Scaling.

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