

Roll No.

Total No. of Pages : 02

Total No. of Questions : 06

MBA (PIT) (Sem.-2)
RESEARCH METHODOLOGY

Subject Code : MBA-206

M.Code : 51194

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains SIX questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR questions each carrying TEN marks each and student have to attempt ALL questions.
3. SECTION-C is consisting of ONE Question carrying EIGHT marks.
4. All Questions are Compulsory.

SECTION-A

1. Write briefly :

- a. Data processing operations
- b. Synopsis writing
- c. Applications of index numbers
- d. Conjoint analysis
- e. Factor analysis
- f. Report presentation

SECTION-B

2. What is meant by scaling? Discuss its various types.
3. List and discuss the role of times series analysis in business forecasting.

4. Write notes on :
 - a) Cluster Analysis
 - b) Review of literature
5. Discuss the important points to be kept in mind while preparing a research report.

SECTION-C

6. Study the case below and answer the related question(s) :

A study was conducted by a research analyst firm to test the latest models of washing machines of 3 leading brands at 5 different settings / loads, with the performance results (in minutes) listed below. Do the washing machines of the 3 companies differ significantly in their performances? (Test at 5% level of significance). Also comment on the result so obtained.

<i>Observations</i>	<i>Whirlpool</i>	<i>L.G.</i>	<i>Panasonic</i>
#1	22	29	22
#2	26	31	26
#3	28	35	29
#4	32	30	35
#5	29	25	38

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.