

R15

Code No: 723AC

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA III Semester Examinations, January-2018****RESEARCH METHODOLOGY****Time: 3hours****Max.Marks:75**

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A.
Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) Explain Empirical Research and Qualitative Research. [5]
- b) "Research Design in exploratory studies must be flexible but in descriptive studies it must minimize bias and maximize reality". Discuss. [5]
- c) Sketch out the precautions that must be taken while drafting a questionnaire. [5]
- d) Explain Comparative and Non-Comparative scaling techniques with the help of examples. [5]
- e) What is Hypothesis? Explain the importance of hypothesis. [5]

PART - B**5 ×10 Marks = 50**

2. Explain the following types of research:
a) Descriptive Research;
b) Action Research;
c) Survey
d) Pure Research. [10]

OR

3. Explain the steps in research process with the help of flow chart of the research process. [10]

4. What is a research design? Why should a research design prepared? Also state the contents of a research design. [10]

OR

5. Distinguish between:
a) Exploratory Research and Conclusive Research; and
b) Cross-sectional Research and Longitudinal Research. [5+5]

6. Define Population and Sample. What are the major criteria in determining an appropriate sampling design? What do you mean by errors in sample surveys? [10]

OR

- 7.a) In a factory a unit of work is completed by A in 5 minutes, by B in 8 minutes, by C in 7 minutes, and by D in 10 minutes. Find the average number of units of work completed per minute.
- b) Explain the meaning and definition of interview. Discuss the types of interview. [5+5]

8. What is measurement? Describe the major considerations for selecting a measurement scale. [10]
- OR**
9. Point out the possible sources of error in measurement. Describe the tests of sound measurement. [10]
10. What is SPSS? Discuss its role in result analysis. Also the requirements for effective use of SPSS. [10]
- OR**
11. Discuss the classification of the sectors of the report. Explain the importance of power point presentation of the reports. [10]

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