R15

Code No: 723AC

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, December - 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 quests.

PART - A   5 × 5 Marks = 25

1.a) Explain the terms conceptual definition and operational definition with suitable examples.   [5]
  b) Significance of validity and reliability of research experiments.   [5]
  c) List the advantages of using secondary data.   [5]
  d) Why do we use reverse coding in measurement scales.   [5]
  e) List the different formats of reports. Explain any one briefly.   [5]

PART - B   5 ×10 Marks = 50

2. Explain the following types of research.
    a) Exploratory research
    b) Descriptive research
    c) Causal research
    d) Which of these would be suitable for the following?
    "*Management wants to understand the effect of four-day working on the employee performance and job satisfaction*"   [10]

OR

3. While defining the problem definition or developing a new theory, few group technique are adopted. List them and explain the advantage of each technique over the other.   [10]

4. Design a research for the following scenario.
    "*A food chain outlet has recently introduced a new food item in its menu and has social media and direct mail as two different channels for promotion with different promo codes. They are interested in analyzing which channel is more effective to increase the foot fall in the outlet.*"   [10]

OR

5.a) What is the importance of hypothesis in any research process?
  b) For the below scenario state a suitable hypothesis
    "*A local chapter of the Lions club wishes to identify the demographic characteristics of individuals who donate more than Rs.2000 for the flood relief fund*"
  c) What are the characteristics of a good hypothesis?   [2+3+5]

6. Design a questionnaire to measure the customer satisfaction of the members of the physical fitness center. [10]

OR

7. Explain the following sampling techniques with suitable examples
   a) Stratified random sampling
   b) Multistage area sampling
   c) Quota sampling
   d) Judgment sampling [10]

8. What are the sources of errors in measurement of scales? How to eliminate them? [10]

OR

9. Explain the types of scale classification. Describe in detail the technique to construct scales. [10]

10. Define the part/format of a formal research report. Explain briefly about the importance of each section. [10]

OR

11. What is the significance of analytical tools such as EXCEL and SPSS in report writing? [10]

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