R15

Code No: 723AC

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, June/July-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)   i) Define the terms *research problem* and *problem solving* in research methodology.
       ii) How are research problems classified? Explain with appropriate examples.   [5]
  b)   i) Are ex post facto studies experiments? Discuss.
       ii)What characteristics differentiate a true experiment from the others?   [5]
  c)   What is the difference between (i) natural and contrived observation (ii) direct and indirect observation? Explain with examples.   [5]
  d)   i) What is an itemized rating scale? (ii)Distinguish between balanced and unbalanced scales with the help of an example.   [5]
  e)   i) What is Bibliography and its importance in a research report?
       ii) What is a footnote? What does it refer to in a research report?   [5]

PART – B   5 ×10 Marks = 50

2.   Explain briefly the term scientific research in relation to the management discipline and outline the typical stages of scientific research process diagrammatically.   [10]
OR
3.a)   Discuss briefly the ethical aspects that have to be carefully kept in mind whenever human subjects are involved in the research.
  b)   What are the limitations of social science research?   [5+5]

4.a)   What is survey research? What are its characteristics?
  b)   Explain, in detail, the criteria for selecting a particular survey method?   [5+5]
OR
5.a)   Distinguish between internal and external validity.
  b)   Is the purpose of randomization the same as matching in experimental designs? Explain.
  c)   What is confounded relationship? Why and when does it occur?   [10]

6.a) Describe the randomized block design in two-way analysis of variance.
  b) The measurement of the cholesterol content was performed in three different laboratories. The first value of each sample came from one laboratory, the second came from another laboratory, and the third value came from a third laboratory. [5+5]

The data is presented below:

Diet Food	Laboratory		
	One	Two	Three
Diet Food A	3.6	4.1	4
Diet Food B	3.1	3.2	3.9
Diet Food C	3.2	3.5	3.5
Diet Food D	3.5	3.8	3.8

Perform a two-way ANOVA using a 0.05 level of significance.

OR

7.a) How can secondary data be classified? Elaborate on each type with suitable examples.
  b) What is a questionnaire? Design a questionnaire to study the impulse buying behavior of consumers in a grocery store. [5+5]

8.a) Illustrate the construction of Likert summated scale with an example.
  b) What statistical techniques can be with a nominal scale? [5+5]

OR

9.a) Develop four different scales for measuring brand-loyalty-*one nominal, one ordinal, one interval and one ratio.*
  b) What is the quantitative judgement method? What are the techniques of quantitative judgment method? Compare and contrast them. [5+5]

10.a) Discuss the importance of objectives and hypotheses in research report writing.
   b) Give a sample cover page of a research report. [5+5]

OR

11.a) How should a research report be organized?
   b) What are the differences between reporting and briefing a research report? (Your answer should include differences in content, emphasis and length).
   c) How is a research report evaluated? [3+4+3]

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