

R15

Code No: 723AC

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA III Semester Examinations, December - 2019****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) What are the limitations of research? [5]
- b) Write a short note on exploratory research design. [5]
- c) List some sources of primary and secondary data. [5]
- d) How is an ordinal scale different from an interval scale? [5]
- e) What is a bibliography? What is its importance in a research report? [5]

PART - B**5 × 10 Marks = 50**

2. What is meant by research? Write a detailed note on the research process. [10]

OR

3. What are some of the common ethical issues involved in business research? How can researchers remedy them? [10]

4. What is meant by research design? What are the characteristics of a good research design? [10]

OR

5. "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability." Discuss in detail. [10]

6. List and explain the various data collection methods. Give suitable examples of the use case for each of the methods. [10]

OR

7. What is meant by sampling? Discuss the importance of sampling in research and discuss the commonly sampling techniques. [10]

8. Explain the utility of scaling techniques in business research. Also explain the different scaling techniques. [10]

OR

9. What are the characteristics of a good scale? Discuss in detail. [10]

10. What is a research report? What are the different components of a research report and what is their importance? [10]

OR

11. Write a short on use of computers in research. List some software packages that are by researchers. [10]

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