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## R15 Code No: 723AC JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD MBA III Semester Examinations, December - 2019 RESEARCH METHODOLOGY

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 $5 \times 5$ 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]
		[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

- "Research design in exploratory studies must be flexible but in descriptive studies, it 5. must minimize bias and maximize reliability." Discuss in detail. [10]
- List and explain the various data collection methods. Give suitable examples of the use 6. case for each of the methods. [10]

# OR

- What is meant by sampling? Discuss the importance of sampling in research and 7. discuss the commonly sampling techniques. [10]
- Explain the utility of scaling techniques in business research. Also explain the 8. different scaling techniques. [10]

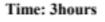
OR

- 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

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

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Firstranker's choice

Max.Marks:75