R15

Code No: 723AC

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, April/May-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) Explain the importance of Ethics in Business Research.   [5]
  b) What is a Research Design? What are the characteristics of a good research design?   [5]
  c) Distinguish between Random and Non-Random Sampling Methods with the help of examples.   [5]
  d) Elaborate qualitative research and quantitative research measures.   [5]
  e) State the objectives of a research report. Also give the format of a report.   [5]

PART - B   5 ×10 Marks = 50

2. Define Research. What are the objectives of research? Also explain the limitations of Social Science Research.   [10]

OR

3. What is Research Problem? Define the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable examples to elucidate your points.   [10]

4. Discuss various research designs with examples. How do you decide the applicability of research designs in management research?   [10]

OR

5. What are the contents of a research design? Select a research problem and prepare a research design for its study.   [10]

6. Differentiate between questionnaire and schedule. What are the typical advantages of using a questionnaire? Also state the general guidelines to be followed in a designing a questionnaire.   [10]

OR

7.a) From the following marks distribution, calculate the median marks:

Marks (out of 100)	15	20	22	30	35	55	65	70	75
No. of Students	5	2	8	7	10	8	13	5	2

  b) What is cross tabulation? Explain the importance of cross tabulation with suitable examples.   [10]

8. "Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts". Discuss. Also point out the bases for scale classification. [10]

OR

9. Explain the concepts of Reliability and Validity. What is the relationship between them? [10]

10. What is a Report? Explain the different types of reports. [10]

OR

11. Explain the following:
a) Footnotes;
b) Bibliography;
c) Review of Literature
d) Hypothesis. [10]

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