CT Inst. of Engg

Roll No. ☐☐☐☐☐☐☐☐☐☐☐   Total No. of Pages : 03

Total No. of Questions : 15

MBA / MBA (IB) (Sem.–2ⁿᵈ) (2012 Batch)
RESEARCH METHODOLOGY
Subject Code : MBA-206
Paper ID : [C0251]

Time : 3 Hrs.   Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. Define Research Design.

2. Discuss the secondary sources of data collection.

3. What are the various sampling techniques?

4. Explain the different graphical techniques of data presentation.

5. What is the importance of ANOVA in business research?

6. Discuss the significance of Cluster Analysis.

SECTION-B

UNIT-I

7. Discuss various Research Designs with examples. How do you decide the applicability of research designs in management research?

8. Discuss in detail the process of research process. What is the importance of review of literature in business research? Give examples.

UNIT-II

9. Discuss the various points to be kept in mind while d a questionnaire. Give examples. Also give a brie writing.

10. What are the different scaling techniques? Discuss

UNIT-III

11. What is Time series analysis? Discuss its significanc Also discuss the importance and use of Index num

12. Discuss Discriminant Analysis and Conjoint An various graphical techniques of data analysis and SPSS and MS-EXCEL.

UNIT-IV

13. Discuss the various steps in writing a busines examples. What is the importance of the chap references?

14. Explain the utility of Cluster Analysis, Multi D Factor Analysis in business research.

SECTION-C

CASE STUDY :

15. XYZ Ltd is a manufacturer of scooters and mot operating policy, the executives wished to determi and dealers' satisfaction depended upon warra this, the company has withdrawn the warranty XYZ Ltd's marketing research department devel summated scale form to collect data for the cu and without the warranty cards. The department a random sample of customers, when they ha that, it sent the same questionnaire to the sam they did not have warranty cards. The company a to dealers who have provided their customers customers and dealers have provided marks out o levels. The data collected by the research depart
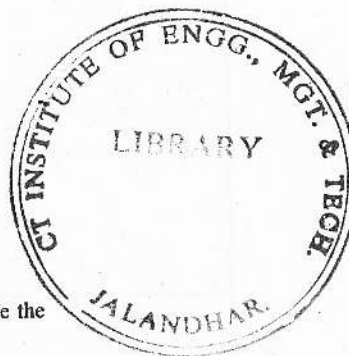
No. of observations	Customers' satisfaction when they have warranty cards	Customers' satisfaction when they do not have warranty cards	Dealers
1	74	43	92
2	81	23	42
3	35	88	54
4	59	55	59
5	90	67	83
6	33	53	30
7	82	85	34
8	68	70	54
9	56	30	39
10	46	75	65

Questions:

I. Find out the effect of warranty cards on the satisfaction of customers' from the above given data. Use 5% as level of significance to test the hypothesis.

II. Determine the difference between the dealers' and customers' satisfaction with and without the warranty cards. Use 5% as level of significance to test the hypothesis.

III. What should the organization do to overcome this problem?