Roll No. ☐☐☐☐☐☐☐☐☐☐☐   Total No. of Pages : 02

Total No. of Questions : 15

MBA/MBA(IB) (2014 to 2017)   (Sem.–2)
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 consists of ONE Case Study carrying EIGHT marks.**

SECTION A

Q1). What is meant by data processing operations?

Q2). Explain the various considerations for carrying out literature review.

Q3). What is the importance of data classification? Discuss in what ways is data usually classified.

Q4). Discuss in detail the utility of sorting data functions.

Q5). Explain the functional relationship between time series and forecasting.

Q6). What are the points to be kept in mind while interpreting data?

SECTION-B

UNIT-I

Q7). Discuss the need and objectives of research. Also explain the various steps involved in the research process.

Q8). Explain the various types of research designs listing their utility in business research.

UNIT-II

Q9). Explain the utility of scaling techniques in business research. Also explain the different scaling techniques.

Q10). Write brief notes on :

a) Research proposal

b) Questionnaire

UNIT-III

Q11). Discuss and differentiate between correlation and regression. Also explain the various types of correlation giving examples.

Q12). What are Index numbers? Discuss their various applications with examples.

UNIT-IV

Q13). What is meant by factor analysis? What is its utility? How is it different from cluster analysis?

Q14). What are the essential parts of a research report? Explain giving examples.

SECTION-C

Q15). Case Study :

The Movie/cinema experience in India has taken a new upswing with the business booming for the newly established multiplexes. And it's no different in the state of Punjab either. Families go to the malls and multiplexes to have a wholesome experience. A study in a particular city of Punjab tried to find out if the movie experience is diverse in 4 different multiplexes of the city; whether according to the multiplexes experience or according to the movies screened in them. These 4 popular malls are screening 4 latest Hindi movies in their multiplexes. Following are the footfalls recorded (in thousands) per week.

	Multiplex #1	Multiplex #2	Multiplex #3	Multiplex #4
Movie # 1	40	36	45	30
Movie # 2	38	42	50	41
Movie # 3	36	30	48	35
Movie # 4	46	47	52	44

Using ANOVA, find out :

a. Is there a significant difference in the viewership of the 4 movies?

b. Is there a considerable disparity in the footfalls amongst the 4 multiplexes?