

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA/MBA(IB) (2015 to 2017) (Sem.-2)

RESEARCH METHODOLOGY

Subject Code : MBA-206

M.Code : 49101

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. **SECTION-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** carrying **EIGHT** marks.

SECTION A

1. Explain the significance of research design.
2. Discuss the significant features of exploratory research.
3. What is the importance of scaling in research?
4. Briefly discuss the various sampling techniques.
5. Explain the significance of conjoint analysis.
6. Discuss the utility of factor analysis.

SECTION-B

UNIT-I

7. Explain what is meant by a research problem? Explain how is it selected and formulated.
8. What is the significance of Review of Literature in research? List the points to be kept in mind while carrying out literature reviews.

UNIT-II

9. Differentiate between the various primary and secondary data sources. Support your answer with examples.
10. Explain what is meant by a Questionnaire? Explain its construction and how can a good quality questionnaire be developed?

UNIT-III

11. List the different graphs and charts available for presentation of data, highlighting their utilities.
12. Discuss in detail, the role of times series in business forecasting.

UNIT-IV

13. Write notes on :
 - a) Cluster analysis
 - b) Data interpretation
14. Explain the various parts & components of a research report.

SECTION-C

15. XYZ manufacturers wish to examine whether its 5 machines differ in their production ability. Following are the monthly production records (in thousand units).

Machine #1	Machine #2	Machine #3	Machine #4	Machine #5
60	30	54	71	66
32	55	67	43	49
54	61	54	38	55
43	41	47	52	52
65	69	58	49	55

Using ANOVA, find out whether the 5 machines differ in their production abilities?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.