

**Subject Code: MB927**

**MBA II Semester [R09] Regular Examinations June 2010**

**Research Methodology**

**Time: 3 Hours**

**Max Marks: 60**

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**Answer any FIVE questions All questions carry EQUAL marks**  
**Question No: 8 is Compulsory (Case Study)**

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1. Define research and explain the steps of research process.
2. What is sampling? Distinguish between stratified sampling and cluster sampling.
3. What is measurement? Describe with suitable examples the various levels of measuring variables.
4. What is research design? Describe the research design in use of exploratory research studies.
5. Write short note on:
  - a) Type - I and Type - II errors
  - b) Editing and Coding.
6. What are the guiding considerations in the construction of questionnaires? Explain.
7. Define Factor Analysis and explain the steps of Principal components method.
8. **Case Study:**

Define populations and sampling unit for selecting a simple random sample in each of the following cases.

- i) Fifty voters of a constituency.
- ii) Twenty stocks from NIFTY.
- iii) Thirst students enrolled in all university 'x'
- iv) One hundred customers of a super market.