

01 JAN 2020

Seat No.....

M.B.A Semester-1
Research Methodology

Paper: 106

Code: 3124

Time: 02: 30 Hours

Marks: 70 Marks

Q.1 (A) Explain criteria of a Good Research. Discuss various problems encountered by Researchers in India.

14

OR

Q.1 (A-i) Write a detailed note on Objectives of Research and Motivation of Research. 07

Q.1 (A-ii) Write a detailed note on Research Plan suitably illustrate your answer. 07

Q.1(B) Give Answer for the following (Any 4) 04

1. In the research process, the management question has the following critical activity in sequence.

- A. Origin, Selection, Statement, Exploration and Refinement
- B. Origin, Statement, Selection, Exploration and Refinement
- C. Origin, Exploration, Selection, Refinement, and Statement
- D. Origin, Exploration, Refinement, Selection and Statement

2. Which of the following is the chapter that details the way in which the research was conducted

- A. Research Methodology
- B. Literature Review
- C. Introduction
- D. Data Analysis
- E. Conclusion and Recommendations

3. Business Research has an inherent value to the extent that it helps management make better decisions. Interesting information about consumers, employees, or competitors might be pleasant to have, but its value is limited if the information cannot be applied to a critical decision.

- a) True b) False

4. Any Organized Inquiry that is carried out to provide information for solving problems is called Research.

- a) True b) False

5. In the Research Process, a management dilemma triggers the need for a decision.

- a) True b) False

6. Sue Smith, president of the local APICS chapter, had difficulty getting members to assist in running the organization. She felt it was because of lack of commitment to APICS. Her vice-president believed it was due to having too many meetings. The organization's secretary thought it was because there were several other professional organizations to which the members also belonged. If Sue wants to do research to determine the real reason why members are not active in the organization, she should begin by:

- A. Determining the optimum number of meetings
- B. Evaluating the advantages APICS offers over other similar organizations
- C. Defining the problem
- D. Developing the marketing research plan that she would employ
- E. Holding focus groups with members of similar organizations to determine whether the problems APICS is facing are universal or local

Q.2 (A) Define the term Sample Design. Discuss various types of Sample Design. 14

OR

Q.2(A-i) Write a detailed note on characteristics of a Good Sample Design.	07
Q.2 (A-ii) Write a detailed note on Census and Sample Survey.	07
Q.2(B) Give Meaning for the following (Any 4)	04
1. Exploratory Research Design 2. Descriptive Research Design	
3. Action Research Design 4. Experimental Research Design	
5. Historical Research Design 6. Sample	
Q.3 (A) Prepare Questionnaire for "Consumer Awareness and Consumer Perception Towards Products of Cadbury".	14
OR	
Q.3 (A-i) Write a detailed note on "Sampling".	07
Q.3 (A-ii) Write a detailed note on "Data Analysis".	07
Q.3(B) Give Meaning for the following (Any 3)	03
1. Central Tendency 2. Bar chart 3. Regression	
4. Interview 5. Secondary data	
Q.4 (A) Discuss Steps of Report Writing With Suitable example.	14
OR	
Q.4 (A-i) Write a detailed note on "Z-Test".	07
Q.4 (A-ii) Write a detailed note on "F-test".	07
Q.4(B) Give Meaning for the following (Any 3)	03
1. ANOVA test 2. Hypothesis 3. Type-I Error	
4. Type -II Error 5. Null Hypothesis	