

Seat No.....

Examination 21 SEP 2020

M.B.A Semester-1

Research Methodology

Paper: 106

Code: 3124

Time: 02: 30 Hours

Marks: 70 Marks

Q.1 (A) Define the term Research. Discuss Research Process with suitable illustration. 14

OR

Q.1 (A-i) Submit a detailed note on Quantitative Research and Qualitative Research. 07

Q.1 (A-ii) Submit a detailed note on Objectives, Motivation and Significance of Research. 07

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

1. Application of scientific method in finding truth about business phenomenon is called

- A. Business Research
- B. Hypothesis
- C. Conclusion
- D. Estimation

2. A directed finding of published works which includes books and periodicals and which discusses theory and presents empirical results relevant to topic at hand is known as

- A. Pilot Study
- B. Literature Review
- C. Pre-test
- D. Experiment

3. Manager grasps general nature of the objective they wish to achieve but the information about alternatives is incomplete is called

- A. Uncertainty
- B. Certainty
- C. Decision making
- D. Observation

4. Once obtained there is no need to evaluate the relevance of the literature to your research question and objectives

- a) true
- b) false

5. Research that is conducted without having a specific decision in mind is called

- A. Basic Business Research
- B. Applied Business Research
- C. Evaluation Research
- D. Performance Monitoring Research

6. Which of the following is typically the most expensive step of Marketing Research Process

- A. Problem Definition
- B. Information Collection
- C. Developing the Research Plan
- D. Information Analysis

Q.2 (A) Define the term Research Design. Discuss various types of Research Designs with suitable illustration. 14

OR

Q.2 (A-i) Write a detailed note on "Sampling". 07

Q.2 (A-ii) Write a detailed note on "Data Source". 07

Q.2(B) Give Meaning for the following (Any 4) 04

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|------------------|-----------------------|------------------------|
| 1. Survey | 2. Measurement Scales | 3. Convenient Sampling |
| 4. Random Sample | 5. Probability | 6. Good Sample Design |

Q.3 (A) Prepare Questionnaire for “Job Satisfaction of Employees at XYZ Bank”. 14
OR

Q.3 (A-i) Write a detailed note on “Standard Error”. 07

Q.3 (A-ii) Write a detailed note on “Use of MS-Excel in Data Analysis”. 07

Q.3 (B) Give meaning for the following (Any 3) 03

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|-------------------------|--------------|----------------------|
| 1. Observation | 2. Universe | 3. Simple Regression |
| 4. Structured Interview | 5. Pie chart | |

Q.4 (A) Discuss various types of Report with Suitable example. 14
OR

Q.4 (A-i) Write a detailed note on “Type-I and Type-II Error”. 07

Q.4 (A-ii) Write a detailed note on “Precautions for writing reports”. 07

Q.4(B) Give Meaning for the following (Any 3) 03

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| 1. “U” Test | 2. Chi-square Test | 3. Z -Test |
| 4. T-Test | 5. F-Test | |