Name : …………………………………………………………

Roll No. : …………………………………………………………

Invigilator's Signature : ……………………………………

CS/MBA (OLD)/SEM-2(FT & PT)/MB-210/2010
2010
RESEARCH METHODOLOGY

Time Allotted : 3 Hours   Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

    $10 \times 1 = 10$

    i)   Research design can be classified as

        a)   open and close end

        b)   explanatory, descriptive and causal research

        c)   both (a) and (b)

        d)   none of these.

    ii) The different types of attitude rating are

        a)   equal, likert, semantic and staple

        b)   fixed, alternative open ended and projective method

        c)   semantic and staple

        d)   none of these.

25510 (MBA)   [Turn over
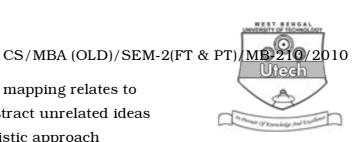
iii) ANOVA is

    a) Analysis Of Variance

    b) Analysis Of Variables

    c) Analysis Of Vital Attributes

    d) None of these.

iv) Explanatory variable is

    a) exogenous variable   b) endogenous variable

    c) dummy variable   d) none of these.

v) Non-probability sampling is a

    a) deliberate sampling   b) systematic sampling

    c) sampling design   d) none of these.

vi) Which of the following is a method of selecting samples from a population ?

    a) Judgement sampling

    b) Random sampling

    c) Probability sampling

    d) (a) and (b) but not (c)

    e) All of these.

vii) In a normally distributed population the sampling distribution of the mean

    a) is normally distributed

    b) has a mean equal to the population mean

    c) has a SD equal to the population SD divided by square root of the sample size

    d) both (a) and (b)

    e) all of these.

viii) In a research process which of the following is true ?

    a) Hypothesis formulation comes after literature review

    b) Sampling comes after data collection

    c) Findings come after interpretation

    d) Problem definition comes after research objective.

ix) Concept mapping relates to

    a)   abstract unrelated ideas

    b)   holistic approach

    c)   both (a) and (b)

    d)   either (a) or (b).

x) Quota sampling involves which of the following ?

    a)   Size of the quota is constant

    b)   Size of the quota is proportionate to the size of the population

    c)   Size of the quota is determined through random

    d)   Size of the quota is determined through deliberate choice.

xi) Secondary data can be collected through

    a)   online database   b)   case studies

    c)   mechanical devices   d)   observation.

xii) .... is a set of elements taken from a larger population according to certain rules.

    a)   Sample   b)   Population

    c)   Statistics   d)   Element.

GROUP – B
(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2. State the characteristics of a good business research.

3. What are the differences between Primary and Secondary data ?

4. Define the concept of Null Hypothesis and Alternative Hypothesis.

5. Distinguish between Exploratory research and Descriptive research.

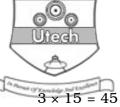6. Enumerate the concept of Type I error and Type II error.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.　　3 × 15 = 45

7. a) Mention the major steps in a research process.

   b) What is required to be done by the researcher in each step ?　　5 + 10

8. a) Define sampling. What are the advantages of using a sample ?

   b) State the steps in the process of preparing a sampling plan for a research study and selecting the sample.

   　　7 + 8

9. a) What is a questionnaire ? Explain the various steps to be followed to prepare a questionnaire.

   b) Highlight the advantages and limitations of questionnaire.　　8 + 7

10. Define the concept of research report. What are the different components of research report ? What precaution should researcher take while writing research report ?　　2 + 8 + 5

11. Write short notes on any *three* of the following :　　3 × 5

    i) ANOVA

    ii) Semantic Differential Scale

    iii) Level of Significance

    iv) Sampling Techniques

    v) Tabulation of Satistical Data.