

(Following Paper ID and Roll No. to be filled in your
Answer Books)

Paper ID : 270206

Roll No.

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M.B.A.

Theory Examination (Semester-II) 2015-16

BUSINESS RESEARCH METHODOLOGY

Time : 3 Hours

Max. Marks : 100

Section-A

1. Attempt all parts. All parts carry equal marks. Write answer of each part in short. (2×10=20)

- (a) What do you understand from design of research project?
- (b) Discuss about extraneous variables.
- (c) What is Non probability sample?
- (d) Compare between Restricted v/s unrestricted sampling.
- (e) Discuss Likert-type scale for primary data scaling.

- (f) How does Depth interviews are very important for good research?
- (g) Importance of Field editing v/s central editing.
- (h) What is Sampling error?
- (i) What are Criteria of good research?
- (j) What are Techniques of writing report?

2. Attempt any five questions from this section. (10×5=50)

- (a) Explain the procedure of selecting a Random sample.
- (b) Explain the concept of Research design. Describe some important research design for research study
- (c) What does a measure of central tendency indicate? Describe the important measures of central tendency pointing out when one measure is considered relatively appropriate in comparison to other measures.

- (d) " Creative management, whether in public administration or private industry, depends on methods of inquiry that maintain objectivity, clarity, accuracy and consistency". Discuss this statement and examine the significance of research
- (e) "Interpretation is an art of drawing inferences, depending upon the skill of researcher." Elucidate the given statement explaining the technique of interpretation.
- (f) Explain the significance of research report and narrate the various steps involved in writing such a report.
- (g) "Report writing is more than art that hinges upon practice and experience." Discuss.
- (h) The mean wages paid to all workers of a factory was 5000. The mean wages paid to male and female workers were Rs. 5200 and 4200 respectively. Determine the percentage of male and female workers employed by the factory.

Section-C

Note: Attempt any two questions from this section.

(15×2=30)

3. Calculate the Median and Quartile deviation for the following data.

Age of employee	No. Of employees
20-30	20
30-40	30
40-50	40
50-60	50
60-70	60

4. Explain the meaning of analysis of variance. Describe briefly the technique of analysis of variance for one way and two way classifications.
5. Explain the errors of hypothesis in detail.