

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

PAPER ID :**Roll No.**

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M.B.A.(TM)**Theory Examination (Semester-II) 2015-16****RESEARCH METHODOLOGY****Time : 3 Hours****Max. Marks : 100****SECTION A****1. Attempt all questions in 50-75 words****2x10=20**

- Define hypothesis.
- What do you mean by experience survey?
- Explain importance of motivation in research.
- What is snowball sampling?
- Discuss the term decision variable.
- Why is pilot study necessary in many researches?
- Define any two types of data collection techniques.
- How should a research report be organized?
- How is a research report evaluated?
- What are fundamental characteristics of a decision problem?

SECTION B**2. Answer any five of the following Questions (100-200 words)****10x5=50**

- Distinguish between research methods and research methodology.
- Discuss various types of business problems encountered by the researcher in India.
- As a researcher what precautions should be taken while preparing questionnaire and collecting data.
- What are the limitations of a field survey as a method of casual research?
- Write a comprehensive note on the "task of defining a research problem".
- Give your understanding of a good research design.
- Distinguish between assessment study of an evaluation research and a descriptive research process.
- Many researchers feel that qualitative research is mainly for generating the hypothesis rather than for testing it. Give your critical comment on this.

SECTION C**Answer any two of the following questions (300-500 words)****10x5=50**

- "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability". Discuss.
 - "Because questionnaire design is an art it is useless to follow a rigid set of guidelines. Rather the process should be left entirely to the creativity and ingenuity of the researcher". Examine the relevance of this statement and give some guidelines on how a good questionnaire is constructed?
- Ten students are selected at random from a college and their heights are found to be, in inches, 50, 52, 52, 53, 55, 56, 57, 58, 58 and 59. In the light of these data, discuss the suggestion that the mean height of the students of the college is 54 inches. You may use 5% level of significance (Apply t-test as well as A-test)
 - A sample of 600 persons selected at random from a large city gives the result that males are 53%. Is there reason to doubt the hypothesis that males and females are in equal numbers in the city? Use 1% level of significance.
- "Interpretation is an art of drawing inferences, depending upon the skill of the researcher". Elucidate the given statement explaining the technique of interpretation.
 - Mention the different types of report, particularly pointing out the difference between a technical report and a popular report.
 - What is the difference between primary and secondary data? Why is it important to obtain secondary data before primary data?