M. B. A.

(SEM. II) EXAMINATION, 2006-07

RESEARCH METHODOLOGY

Time : 3 Hours] [Total Marks : 100

Note :  (1) Attempt all questions.
       (2) Figures in right indicate marks.

1 Answer any four of the following in about 5\times4=20
   250 words each :

a. “Research is nothing but proper fact finding
   method”. Do you agree or disagree with the
   statement? Give suitable reasoning and examples
   to support your answer.

b. Distinguish between basic research and applied
   research.

c. If you were to evaluate a research report what
   criterias would you develop to evaluate the
   quality of a research report?

d. Explain what is hypothesis and steps involved
   in testing the hypothesis.

e. After the data is acquired, why should it be
   edited? Explain the editing procedure taking
   into account the various source of errors in data
   collection.

f. What are different criterias for good research?
2 a) What is a research problem? What considerations should a researcher keep in mind while formulating a research question?  

b) What is experimental research design and ex-post facto research design? Under which situation they are appropriate to use?  

OR

2 a) What is the importance of research in a management decision making? Illustrate your answer with examples.

b) What are the different types of research approaches? Outline criteria of a good research.

3 a) Data can be collected either by interview methods or by observation method. What is the difference between the two? Which method will produce more quality data and why?

b) Describe different sampling methods available to a researcher along with its advantages and disadvantages.

OR

3 a) As far as secondary data is available, there is no need to go for expensive and time consuming primary data collection – discuss the above statement with suitable examples.

b) ‘The bigger is the sample size the more will be the accuracy of results’. Discuss the above statement in terms of statistical analysis of samples.

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4  a) What is factor analysis? What is the basic purpose of factor analysis? What assumptions should be fulfilled to use factor analysis.  

b) Write the steps involved in report writing and elaborate on its importance in effective report writing.

OR

4  a) What is the importance of statistics in research measure of asymmetry (skewness)? How can one find skewness and how many kinds of skewness exists?

b) Importance of graphical and diagrammatic representation in research and their different types.

5  Write short notes on any two of the following:  
   i) Canonian analysis  
   ii) Attitude measurement scales  
   iii) Scientific and non-scientific methods  
   iv) Time-series analysis

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