



Printed Pages : 3

MBA – 207

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

PAPER ID : 7050

Roll No.

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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 **5×4=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?

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[Contd...

- 2 a) What is a research problem? What considerations should a researcher keep in mind while formulating a research question? 10
- b) What is experimental research design and ex-post facto research design? Under which situation they are appropriate to use? 10

OR

- 2 a) What is the importance of research in a management decision making? Illustrate your answer with examples. 10
- b) What are the different types of research approaches? Outline criterias of a good research. 10
- 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? 10
- b) Describe different sampling methods available to a researcher along with its advantages and disadvantages. 10

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. 10
- 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. 10

- 4 a) What is factor analysis? What is the basic purpose of factor analysis? What assumptions should be fulfilled to use factor analysis. 10
- b) Write the steps involved in report writing and elaborate on its importance in effective report writing. 10

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? 10
- b) Importance of graphical and diagrammatic representation in research and their different types. 10

- 5 Write short notes on any **two** of the following : 10+10=20
- i) Canonian analysis
 - ii) Attitude measurement scales
 - iii) Scientific and non-scientific methods
 - iv) Time-series analysis