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**M. B. A. (Second Semester) Examination,
April-May 2020**

(New Scheme)

(Specialization : General)

(Management Branch)

RESEARCH METHODOLOGY

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : (i) Attempt any two parts (a), (b) or (c) from each section.

(ii) Use of calculator, log tables and statistical tables are permitted.

Section-I

1. (a) Describe the different steps involved in the research process. Explain your views with suitable flow chart. 8
- (b) What is research problem? Define the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable answers to illucidate your points. 8

- (c) What is research? Explain the major characteristics and objectives of a good research. 8

Section-II

2. (a) Explain the meaning of the following in context of research design :
- (i) Extraneous variable
 - (ii) Research Hypothesis
 - (iii) Experimental and Control Groups
 - (iv) Treatments 8
- (b) Describe the different types of research design used in research study. 8
- (c) Distinguish between Primary Data and Secondary Data. Explain the important sources of Secondary data. 8

Section-III

3. (a) What do you mean by measurement in research? Explain the various scaling techniques used in research with suitable cases. 8
- (b) How does case study method differ from survey method? Analyze the merits and limitations of both these methods. 8

- (c) Prepare a Questionnaire for data collection, to conduct a research in order to study the customer satisfaction towards Internet Banking. Which sampling technique you will use and why?

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Section-IV

4. (a) Write short notes on : (any two)

- (i) Sign test
- (ii) Factor Analysis
- (iii) Cluster Analysis
- (iv) ANOVA

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- (b) A sample of 300 students of undergraduates and 300 students of Post-graduates classes of a University were asked to give their opinion forwards the autonomous colleges 190 of the under graduates and 210 of the Post graduates students favoured the autonomous status.

Present the above fact in the form of a frequency table and test, at 5% level that opinions of undergraduates and Post-graduates students on autonomous status of colleges are Independent.

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- (c) A tea company appoints four salesmen A, B, C and

D and observes their sales in three seasons—summer, winter and monsoon. The figure (in lakhs) are given in the following table :

Seasons	Salesmen				
	A	B	C	D	Total
Summer	36	36	21	35	128
Winter	28	29	31	32	120
Monsoon	26	28	29	29	112
Total	90	93	81	96	360

Do the salesmen significantly differs in performance, test at 5% level of significance.

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Section-V

5. (a) Explain the significance of research report and narrate the various steps involved in writing such a report. 8
- (b) Discuss the application of research in the Field of Marketing and Finance. 8
- (c) Mention the different types of reports, particularly pointing out the difference between technical and popular report. 8