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Roll No. :

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**M. B. A (Second Semester) Examination,
April-May 2021**

(New Scheme)

(Management Branch)

(Specialization : General)

RESEARCH METHODOLOGY

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

***Note : Part (a) of each question is compulsory. Solve
any two question from (b), (c) and (d)***

1. (a) What is the difference between basic research and applied research? 2
- (b) How could you define business research? What are

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- the major component of good research study. 7
- (c) You are a business manager with the ITC Group of hotels. You receive a customer satisfaction report on your International Hotel from the research agency. To which you had outsource the work. What or how will you evaluate the quality of work done in the study. 7
- (d) The research process involves a series of interrelated steps". Does every research studies necessarily nude to satisfy all the conditions and be carried out in this Sequence? Explain. 7
2. (a) What do you mean by causal research? 2
- (b) Explain the necessary conditions for making causal inference. Explain the concept used in experiment. 7
- (c) How is experimental design different from descriptive Research Design? Explain with the help of an example. 7
- (d) Distinguish between qualitative and quantitative sources of data collection. Can qualitative method be used for conclusive research study/justify your answer with suitable illustration. 7
3. (a) What is Likert scale? 2

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- (b) Discuss with the help of example fourlevels of measurement. What mathematical operation/ satistical technique are and are not permissible on data from each type of scale. 7
- (c) What is the need of sampling? Discuss various probability sampling technique by giving their merits and demerits. 7
- (d) Distinguish between secondary and primary method of Data Collection. Is it possible to use secondary data methods as a substitute of primary method? Justify your answer with suitable illustration. 7
4. (a) What is ANOVA? 2
- (b) The manager of ABC Ice cream parlour has to take a decision regarding how much of each flavour of ice cream he should stock so that the demand of the customers are satisfied. The ice cream supplier claims that among the four most popular flavour 62% costomer prepare vanilla, 18% chocolate, 12% strawberry and 8% mango. A random sample of 200 customers produce the result below. At the level of confidence of 5% test the claim that percentage given by the supplier are correct. 7

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Given critical value of chi square at 5% tell LOS for 3 degree of freedom 9.488

Mango	Strawberry	Chocolate	Vanilla	Flavour
22	18	40	120	Number preferring

- (c) Suppose we want to compare the cholesterol content of four competing diet food of the following data (in milligrams per package) which were obtained from 3 randomly taken 6 gram package of each of the diet food.

4	4.1	3.6	Diet food A
3.9	3.2	3.1	Diet food B
3.5	3.5	3.2	Diet food C
3.8	3.8	3.5	Diet food D

we want to test whether the difference among the sample means can be attributed to chance at 5% level of significance given: critical value of $f(3,8) = 4.07$

- (d) The following table presents the number of defective piece produced by the three workman on 3 different machines

Machine 3	Machine 2	Machine 1	
23	34	27	Workmen 1
25	32	29	Workmen 2
22	30	22	Workmen 3

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construct two way anova to test at 5% level of significance weather.

- (i) The difference among the means obtained by the three workman can be attributed to chance.
- (ii) Difference among the means obtained for the 3 machines can be attributed to chance N-P.
Given critical value of $F(2,4) = 6.94$

5. (a) What is multivariate analysis? 2
- (b) Write short notes on : 7
- (i) Factor analysis
- (ii) Discriminant analysis
- (c) Write short notes on : 7
- (i) Custer analysis
- (ii) Multiple Regression
- (d) Explain with example role of research in marketing and financial domain of management stream with suitable example. 7

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