MP-302/202(New)

December - Examination 2017

Master of Business Administration - II Year Examination

Research Methodology

Paper - MP-302/202(New)

Time : 3 Hours]   **[Max. Marks :- 80**

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A $8 \times 2 = 16$
(Very Short Answer Questions)

Note: Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

1) (i) Name various types of Reports.

     (ii) What do you mean by Research Abstract?

     (iii) What do you mean by Qualitative Research?

     (iv) Why should we use the term variance?

     (v) What do you mean by post estimation?

     (vi) What do you mean by Range?

     (vii) What do you mean by Causal Research?

(viii) What is Research Design?

Section - B $\qquad$ $4 \times 8 = 32$
(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

2) A sample of 400 students is found to have a mean height 171.38 cm. Can it be reasonably regarded as a sample from a large population of mean height 171.17 cms. and standard deviation of 3.30 cms.?
   (Critical value of $z = \pm 1.96$ for a two tailed test at 5% level and significance.)

3) Describe strengths and weaknesses of unstructured interview.

4) Describe various measurement errors.

5) Describe quota sampling with suitable example.

6) Describe longitudinal design of research with suitable example.

7) What is Graphical Presentation? Give any two methods of graphical presentation with example.

8) When do you use the mean, median and mode? Explain.

9) Describe process of content analysis?

Section - C $2 \times 16 = 32$

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

10) Describe application of qualitative research with suitable example of business management.

11) Marks obtained by a student in Physics and Maths (out of 100) are given in the following table.

Physics (x)	80	45	55	56	58	60	65	68	70	75	85
Maths (y)	82	56	50	48	60	62	64	65	70	74	90

Find the equations of lines of regression.

12) What is research report? Discuss its importance act significance. What are the items in a research report? Explain with suitable example.

13) Describe various types of scales of measurement highlighting their respective usage.

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