

**MP-302/202(New)**

June - 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 × 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) Write other names of Basic Research.
- (ii) Applied research can be divided in how many categories?
- (iii) What is Exploratory Research?
- (iv) What do you mean by pilot study?
- (v) What is sample?
- (vi) Write the name of first formal technique for measuring an attitude.

(vii) Write the name of two major categories of data.

(viii) What do you mean by frequency distribution.

### Section - B

4 × 8 = 32

(Short Answer Questions)

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

- 2) Describe features of good research.
- 3) Write six elements of a research process given by Earl Babbie.
- 4) Write the circumstances in which exploratory study would be ideally suited.
- 5) Describe merits of probability sampling methods.
- 6) Describe strengths of structured interview.
- 7) Calculate the coefficient of correlation for the following observation:

X	5	7	8	4	9	3	2	5	4	3
Y	2	4	5	5	6	5	4	4	3	2

- 8) Discuss the uses and application of computers in business research.
- 9) Discuss principles of report writing.

**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 relationship among Exploratory, Descriptive and Casual Research and also discuss difference between exploratory and conclusive research.
- 11) Describe characteristics, advantages and limitations of case study with suitable example.
- 12) In a manufacturer company, information about a product given by two suppliers is

Supplier	Mean	S.D	Size
A	1300	82	100
B	1288	93	100

Which brand of product you are going to purchase if you desire to take a risk of 5%?

( $Z = 1.96$  at 5% level of significance)

- 13) The following information is obtained concerning an investigation of 50 ordinary shops of small size.

	Shops in Towns	Shops in Villages	Total
Run by Men	17	18	35
Run by Women	3	12	15
	20	30	50

Can it be inferred that shops run by women are relatively more in villages than in towns?

( $\chi^2_{\text{table}} = 3.841$  at 5% level of significance)