

2018

M B A

2nd Semester Examination

RESEARCH METHODOLOGY

PAPER—MBA-206

CODE—9

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

1. Answer any *eight* questions :

8×5

(a) What do you mean by Research ? State the criteria for a good research.

(Turn Over)

- (b) Define Type I and Type II Errors with example.
- (c) What do you understand by participant observation ?
- (d) What are various points to be kept in mind while selecting and formulating a research problem ?
- (e) The table shown here displays the number of crimes investigated by law enforcement officers in Indian national parks during 1995. Construct a Bar chart for the data.

Type	Number
Homicide	13
Rape	34
Robbery	29
Assault	164

- (f) What do you mean by Systematic Random Sampling ?
Give hypothetical example.**
- (g) Write short notes on Snowball Sampling.**
- (h) What is variable ? Give example of independent and dependent variables.**
- (i) Define the term 'Measurement' in the context of research methodology. Classify the different scales used in measurement.**
- (j) Enumerate briefly the concept of 'Focused Interview'.**
- (k) Assume that you are associated with Delhi based New Blue level packed drinking water company. Company has plan to introduce this product in West Bengal. You are assigning to assess the market potentiality of the product in the new market. How do you design your research plan including sample framing?**
- (l) What is pair comparison test ? State the application of it in research.**

2. Answer any *four* questions :

4×10

- (a) 3 Samples obtained from normal population with equal variances. Test the hypothesis that sample means are equal.

X1	X2	X3
8	7	12
10	5	9
7	10	13
14	9	12
11	9	14

- (b) In a study done from various streams of a college 60 students, with equal number of students drawn from each stream, are we interviewed and their intention to join the MBA programme of college was noted.

	B.Sc	B.A	B.Com	M.A	M.Com
No. in each class	5	9	11	16	19

It was expected that 12 students from each class would join the MBA programme. Using the K-S test to find if there is any difference among student classes with regard to their intention of joining the MBA programme.

- (c) A researcher has found that there is a co-relation between the weight tendencies of father and son. He is now interested in developing regression equation on two variables from the given data :

Weight of father (in Kg)	69	63	66	64	67	64	70	66	68	67	65	71
Weight of Son (in Kg)	70	65	68	65	69	66	68	65	71	67	64	72

Develop

- (i) Regression equation of Y on X.
- (ii) Regression equation of X on Y.
- (d) Prepare a questionnaire to access the service quality of a restaurant in your locality by using various type of measurement scale.
- (e) Write short notes on the following :
- (i) Likert Scale ;
- (ii) Staple Scale ;

5+5

(f) (i) Mention the different types of Report.

(ii) Narrate the steps followed in Report Writing?

2+8

[Internal Assessment : 20 Marks]

C/18/MBA/3rd Sem./HR-302

TB-350