2016

MBA

2nd Semester Examination

RESEARCH METHODOLOGY

PAPER—MBA-206

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* of the following :   8×5

   (a) Distinguish between Research methods and Research
   methodology.

   (b) Mention the features of a good research design.

   (c) Distinguish between type-I and type-II error with
   examples.

(d) Explain the conditions for the application of chi-square (χ^2) test in social science research.

(e) Distinguish primary data and secondary data with examples.

(f) What is Sampling Design ? Explain the characteristics of a good sample design.

(g) Classify different measurement scales with examples.

(h) Explain the differences between probability sampling and non-probability sampling with examples.

(i) Briefly explain the concept of Analysis of Varience (ANOVA).

(j) What precautions should be considered for Writing Research Report ?

(k) Explain Skewness and Kurtosis with diagrams.

(l) What is non-parametric test ? Differentiate if from parametric test.

2. Answer any *four* of the following :   4×10

(a) Describe various methods of primary data collection with their relative advantages and disadvantages.

(b) Explain various steps involved in writing a report.

(c) What do you mean by survey ? Distinguish between Survey and Experiment ?

(d) Explain elaborately various types of probability sampling design with proper examples.

(e) Describe some of the important research designs used in experiment hypothesis testing in research study.

(f) Elaborately discuss the different types of Research with appropriate examples.

[Internal Assessment : 20]

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