2019

MBA

2nd Semester Examination

RESEARCH METHODOLOGY

PAPER – MBA-204

Full Marks : 50

Time : 2 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.

(Turn Over)

Group – A

Answer any **FOUR** questions   2 X 4

1. What are the objectives of research?

2. Define hypothesis

3. Define the concept of sampling design

4. Differentiate type I error and type II error.

5. Define analysis of variance.

6. What is Eigen value in factor analysis?

7. What is sampling?

8. Distinguish between hypothesis and assumption.

Group – B

Answer any **FOUR** questions   4 X 4

9. Distinguish between probability and non-probability sampling.

10. A study is to be performed to determine a certain parameter in a community. From a previous study a sd 62 was obtained. If a sample error of up to 5 is to be accepted. How many subjects should be included in this study at 95% level of confidence? (z=1.96)

11. State the properties of the correlation coefficient.

12. Explain the purpose of 'factor analysis'.

13. What is the objective of 'conjoint analyses'? Explain

14. An e-commerce research company claims that 65% or more graduate students have bought merchandise on-line. A consumer group is suspicious of the claim and thinks that the proportion is lower than 70%. A random sample of 100 graduate students to test the level of significance of 0.03. Write Ho.

15. Suggest two methods of reliability.

16. What is the need for test of validity? Suggest one test of validity.

Group – C

Answer any **TWO** questions   8 X2

17. In an anti-diabetes campaign in a certain area, a particular medicine say x was administered to 812 persons out of a total population of 3248. The number of diabetes cases is shown below:

Treatment	Diabetes	No Diabetes	Total
Medicine x	20	792	812
No Medicine x	220	2216	2436
Total	240	3008	3248

Discuss the usefulness of medicine x in checking malaria.

18. The following are data on Advertising Expenditure (in Rupees Thousands) and Sales (Rupees in lakhs) in a company.

Advertising Expenditure:	18	19	20	21	22	23	24
Sales:	17	17	18	19	19	19	20

Determine the correlation coefficient between them and interpret the result.

19. The following are the details of income and expenditure of 10 households.

Income: 40 70 50 60 80 50 90 40 60 60

Expenditure: 25 60 45 50 45 20 55 30 35 30

Determine the regression of expenditure on income and estimate the expenditure when the income is 65.

20. Design a questionnaire to address the behavior of the online buyers by using various type of measuremnt scale.

(Internal Assessment : 10 Marks)