

**MBA 2nd Semester Examination, 2023**

**RESEARCH METHODOLOGY**

PAPER — MBA-204(CBCS)

*Full Marks : 80*

*Time : 3 hours*

*The figures in the right hand margin indicate marks*

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

**A. Answer any *eight* questions :** 5 × 8

1. What are the characteristics of research ?  
Explain how quantitative research differs from qualitative research. 2 + 3
  
2. Explain the significance of primary data.  
What are the limitations of primary data ? 3 + 2

3. Give an understanding of good research design. Is a single research design suitable for all research studies ? 3 + 2
  
4. What is judgment sampling ? Discuss the advantages and disadvantages of this sampling technique. 1 + (2 + 2)
  
5. What do you mean by questionnaire ? Explain the qualities of a good questionnaire. 2 + 3
  
6. Design a questionnaire using various scales to measure consumer cosmetic brand preferences. 5
  
7. What are various objectives of conduct any research work ? 5
  
8. Explain the criteria of a good research. 5
  
9. Write a note on 'Applied Research'. 5

10. Discuss the basic steps to identify a research problem.
11. What are the purposes of literature review ?
12. Distinguish between Type I and Type II error.

B. Answer any *four* questions : 10 × 4

13. What do you mean by sampling error ?  
Explain the sampling and non-sampling error with suitable examples. 3 + 7
14. Explain with suitable examples cluster and purposive sampling design with suitable examples. 5 + 5
15. What should be the size of the sample, if a simple random sampling techniques is used from a population of 4000 to estimate the percent defective within 2 percent of the true value with 95.5 percent probability ?

Value of  $p = 0.02$ .  $z = 2.005$  (as per the table of the area under the normal curve for the given confidence level of 95.5%). 10

16. Briefly discuss the research process to conduct a research work. 10
17. Discuss the steps involved in testing of hypothesis. 10
18. Discuss the key components of a research report. 10
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