June

Subject Code—9588-X

M.B.A. EXAMINATION *2008*

(Second Semester)

(Re-appear)

(2 Years–Old Scheme)

CP-206

RESEARCH METHODOLOGY

Time : 3 Hours   *Maximum Marks : 70*

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Define Research Methodology. Discuss the steps involved in business research process.

2. Define Research Design. Explain the various types of research designs.

3. Distinguish between Primary data and Secondary data. Explain the various methods that are used in collection of primary data pointing out their merits and demerits.

4. What are the essential characteristics of a good questionnaire ? How is questionnaire developed and finalized ?

5. What do you understand by SPSS ? Explain the various uses of SPSS in analysis of data.

6. Write short notes on the following :

   (a) ANOVA

   (b) Discriminent Analysis

7. What is Factor Analysis ? Explain the process in the application of this technique.

8. What are the various techniques of Scaling ? Discuss Multidimensional Scaling in detail.

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RESEARCH METHODOLOGY

Time : 3 Hours   *Maximum Marks : 70*

Note : Attempt any *Five* questions. All questions carry equal marks.

1. What is the meaning and significance of research methodology ? What are its components ? State the important considerations in defining research objectives.

2. What is Research Design ? Distinguish and explain the characteristics of exploratory, descriptive and experimental research designs.

(1-26)   **P.T.O.**

3. What is participative and non-participative obervation ? What type of research problems can be solved through this method ? What are the important considerations and limitations of this method of data collection ?

4. Define the questionnaire method of data collection and state the factors which should be considered in drafting a questionnaire.

5. Bring out the uses of SPSS and other software packages in research.

6. What is ANOVA ? Discuss its applications in research with suitable examples.

7. What is Factor Analysis ? How is it different from multiple regression ? Discuss its procedure with suitable example.

8. Write detailed notes on the following :
   (a) Discriminant Analysis
   (b) Multidimensional Scaling.