

Jan. 2010

Roll No.

Subject Code—3169-X

M.B.A. EXAMINATION

(Second Semester)

(Re-appear)

CP-206

RESEARCH METHODOLOGY

Time : 3 Hours

Maximum Marks : 100

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

1. What are the steps involved in Scientific Research Process ? Discuss each step in detail.
2. What is Research Design ? Explain the characteristics of exploratory, descriptive and experimental research designs.

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3. Distinguish between primary data and secondary data. Discuss the various methods of primary data collection pointing out the merits and demerits of each method.
4. (a) Explain the essential characteristics of a good questionnaire.
(b) Define Hypothesis and explain its uses.
5. (a) Define :
 - (i) Random Sampling
 - (ii) Stratified Sampling
 - (iii) Multistage Sampling.
(b) What are the various techniques for measurement of attitudes in research ?
6. What is Data Analysis ? Explain the factors that determine the selection of an appropriate statistical technique for data analysis.

7. Write short notes on the following :

- (a) ANOVA
- (b) Factor Analysis.

8. Explain the process of using SPSS in business research taking a suitable example.