

Roll No.

Total No. of Questions : 13] [Total No. of Printed Pages : 3

DO-280

M.B.A. IInd Semester (Old/New) Examination, 2018

Research Methodology

Paper - CP - 205

Time : 3 Hours]

[Maximum Marks : 80

SECTION - 'A'

4×8=32

Note :- Attempt any **four** questions. All questions carry equal Marks.

1. Explain the meaning of Research. Describe the scope and limitations of Research in Management.
2. Write short notes on (Any two):-
 - (i) Null and Alternative Hypotheses
 - (ii) ANOVA

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(1)

P.T.O.

(iii) Exploratory Research

3. What is Tabulation of Data ? Explain with the help of example.
4. Explain the criteria for selecting a sampling Procedure in a Research.
5. How would you define a. Research problem ? Explain with the help of an example taken from current scenario of the Economy.
6. Explain the different steps a Researcher has to take for. Testing a Hypotheses. <http://www.onlinebu.com>
7. Design a questionnaire for finding out the consumer behaviour for buying an Air conditioner.
8. Write a note on observational method and unstructured interview method for collection of data.

SECTION - 'B'

16×3=48

Essay type question

Note :- Attempt any **Three** question. All question carry equal Marks.

9. What is Research Methodology ? Explain the objectives Importance of Research Methodology.

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(2)

10. Explain the different steps of a Research Process.

11. Write a detailed note on Methods of Primary and secondary Data Collection.

12. What are different Types of Sampling Designs used in Research? Explain.

13. Explain the major contents of any one of the following Report

- (i) Summer Internship Project Report
- (ii) Major Research Project Report in Functional Area of Management.
- (iii) Market survey Report of Consumer Satisfaction of a FMCG Product.
- (iv) Project Report for setting up a Manufacturing Unit.

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