

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]  
(2123)

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**MBA 2nd Semester Examination**

**Research Methodology (O.S.)**

207

**Time : 3 Hours**

**Max. Marks : 60**

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt five questions in all, selecting one question from each unit. All questions carry equal marks.

**UNIT - I**

1. What is the role of research at the strategic level of planning in an organisation? Define some significance of research in management discipline. (12)
2. Suppose you are asked to carryout research to find out knowledge, attitude and practices of customers towards soft drinks after knowing pesticide-residues being used. How shall you carry out the research? Explain with suitable research instruments, illustrations, assumptions and examples. (12)

**UNIT - II**

3. Explain the difficulties encountered in formulation of a hypothesis. How can these difficulties be solved? (12)
4. Distinguish between formal and non-formal experimental research design. Briefly analyse the techniques of both the types of research designs. (12)

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**UNIT - III**

5. Analyze different methods of data collection with suitable illustrations and examples. (12)
6. What is the main purpose of motivation research? Write a detailed note on motivation research. (12)

**UNIT - IV**

7. Discuss the various techniques of sampling pointing out their relative advantages and disadvantages. (12)
8. Tabulate the following:

In a trip organised by a college, there were 120 persons each of whom paid Rs. 25 on an average. There were 100 students each of whom paid Rs. 25.80. Members of the teaching staff were charged at higher rate. The number of servant was 6 (all males) and they were not charged anything. The number of ladies was 40% of the total of which 5 were lady staff members. (12)

**UNIT - V**

9. Cluster analysis is a technique of classification and reducing data by establishing similarity of objects. Do you agree? Give reasons for your agreement. (12)
10. Three samples have been obtained from normal population with equal variances. Test the hypothesis that the population means are equal.

[Given-F .05 = 3.895 ( $V_1 = 2$ ,  $V_2 = 12$ )]

Sample	I	8	10	7	14	11
	II	7	5	10	9	9
	III	12	9	13	12	14

(12)