

**[Total No. of Questions - 20] [Total No. of Printed Pages - 2]  
(2064)**

**14885**

**MBA 2nd Semester Examination**

**Research Methodology (N.S.)**

**MBA-206**

**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.*

**SECTION - A**

*Attempt all questions, each question will carry 2 marks.*

1. Definition of research.
2. Criteria of good research.
3. Rejection region
4. Pilot survey
5. Control group
6. Cumulative scale
7. Unrestricted sampling
8. Confounded relationship in research design
9. Conjoint analysis
10. Conditions for applying Chi-square test

**SECTION - B**

*Attempt any four questions. Each question will carry 5 marks.*

1. Briefly describe the different steps involved in a research process.

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2. Differentiate between Simple Hypothesis and Composite Hypothesis.
3. Discuss the Multidimensional scaling (MDS).
4. Enumerate the different methods of collecting data.
5. Write a note on the importance of Tabulation and Coding.
6. Distinguish between Systematic and Stratified sampling.

### SECTION - C

*Attempt any two questions. Each question will carry 10 marks.*

1. What is research problem? Define the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable examples to elucidate your points.
2. What do you mean by 'Sample Design'? What points should be taken into consideration by a researcher in developing a sample design for this research project
3. "Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts." Discuss. Also point out the basis for scale classification.
4. What do you mean by the power of a hypothesis test? How can it be measured? Describe and illustrate by an example.