

[Total No. of Questions - 21] [Total No. of Printed Pages - 2]
(2124)

1829

MBA 2nd Semester Examination

Research Methodology (NS)

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.

Explain the following:

1. Significance of Business Research.
2. Research Hypothesis.
3. Concept.
4. Experimental Group.
5. Focus Group.
6. Likert Scale.
7. Sampling Error.
8. Questionnaire vs. Schedule.
9. Type-I Error.
10. Spurious Correlation.

[P.T.O.]

SECTION - B

*Attempt any four questions. Each Question will carry 5 marks.
Write a short note on the following:*

11. Differentiate between Descriptive and Causal Research.
12. Randomized Block Design with an example.
13. Explain Law of Statistical Regularity.
14. Methods of Sample Size determination.
15. Testing Reliability of a scale.
16. Explain Latent and Manifest Variable.
17. Elaborate Parametric vs. Non-parametric tests of hypothesis.
(4×5=20)

SECTION - C

Attempt any two questions. Each Question will carry 10 marks.

18. Draw a flow chart of the research process and discuss in detail each stage in the research process.
 19. Elaborate the concept and significance of attitude measurement. Also discuss various types of measurement and scaling techniques used in business research.
 20. Elaborate the ANOVA test and its interpretation.
 21. Explain Factor Analysis and also discuss its importance and applications.
(2×10=20)
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