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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.

Note : Section A contains 10 short note type questions carrying 2 marks each. This section is COMPULSORY. Section B contains 6 short answer type question carrying 5 marks each and students are required to answer any four from this section. Section C contains 4 essay type questions of 10 marks each and the students are required to answer any two from this section.

SECTION - A

1. What is difference between hypothesis and proposition?

2. What is difference between exploratory and causal research designs?

3. What is centroid in Discriminant analysis?

4. List uses of Discriminant analysis

5. What are nominal and ordinal scales?

6. What is forced-choice rating scale?

7. List the seven major elements of a formal research report.

[P.T.O.]

8. What is systematic error in experimental research design?

9. List various probability sampling techniques.

10. What are uses of multidimensional scaling?   (2×10=20)

SECTION - B

11. (a) Discuss in detail various stages of a research process. What are some of the common sources of errors a researcher must be aware and careful off?

    (b) How does a researcher handle missing data during editing?

12. Explain how clustering methods can identify market segments.

13. Compare and contrast internal validity and external validity and discuss which one is most important in experimental research.

14. What is factor analysis? What are various uses of factor analysis? Explain the terms used in factor analysis, confirmatory factor analysis, exploratory factor analysis, varimax rotation, scree plot and factor loadings?

15. Discuss the various types of graphic aids researchers can include in a research report.

16. Discuss various motivational research techniques. Give examples.   (5×4=20)

SECTION - C

17. Discuss in detail the steps involved in the application of the scientific method of research process. Compare and contrast the terms concept, construct and variable and give an example of each.

18. You are a researcher who wants to conduct research on effect of GDP, employment ratio, Human development index, infrastructure and corruption index on FDI (foreign direct investment). Answer the following questions.

    (a) What is a dependent, and independent variables and give an example of each.

    (b) What would be the hypothesis in this case?

    (c) What would be best tool to meet this objective?

    (d) Draw a conceptual model of this study.

19. What is multivariate analysis? Discuss various techniques of multivariate analysis while highlighting when it is appropriate to use each one of them.

20. Define attitude and explain why it is considered a hypothetical construct. Compare and contrast a Likert scale with a semantic differential scale.   (10×2=20)