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M.B.A. (Second Semester)
EXAMINATION, MAY-JUNE, 2022
RESEARCH METHODOLOGY

(FT-127)

Time : Three Hours]   *[Maximum Marks:70]*
                                         [Minimum Pass Marks: 28]

Note : Attempt all questions from each section.

Part- A

(Objective/Multiple Type Questions)

(1 mark each)

Note : Attempt all questions.

1. Controlled environment is the characteristics of:

    (A)   Descriptive Research

    (B)   Exploratory Research

    (C)   Experimental Research

    (D)   Laboratory Research

P.T.O.

[2]

2. A research which was conducted retrospective can be called as:

    (A)   Longitudinal Research

    (B)   Historical Research

    (C)   Both

    (D)   Analytical Report

3.   In open ended question, response is:

    (A)   Structured

    (B)   Unstructured

    (C)   Semi structured

    (D)   All of these

4. Lottery method is used in:

    (A)   Random sampling

    (B)   Simple random sampling

    (C)   Systematic sampling

    (D)   Snowball sampling

5. Nominal scale includes.............

    (A)   Names

    (B)   Rank

    (C)   Ratios

    (D)   All of these

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6. ANOVA is an example of:

   (A) Parametric Test

   (B) Non-parametric Test

   (C) Both

   (D) None of these

7. Website of the source of :

   (A) Primary Data

   (B) Secondary Data

   ((C) Both

   (D) None of these

8. APA is related with to:

   (A) Acknowlegement

   (B) Appendix

   (C) Bibliography

   (D) Declaration

9. If an instrument in research measures accurately, it indicates:

   (A) Validity

   (B) Reliability

   (C) Both

   (D) Transparency

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10. Level of significance is denoted by:

    (A) Gamma

    (B) Beta

    (C) Alpha

    (D) None of these

Part - B

(Very Short Answer Questions)

(1.5 Marks each)

Note : Attempt all questions.

1. Explain the criteria of good Research.

2. What do you understand by Scientific Approach to Research?

3. What are the functions of Research Design?

4. What is Experimental Research Design? Explain

5. What is Nominal Scale?

6. What is ANOVA?

7. What is Declaration? Explain.

8. What do you mean by Appendices?

9. What is New Product Research?

10. What is Service Research?

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Part - C

(Short Answer Questions)

(2.5 Marks each)

Note : Attempt all questions.

1. Differentiate between Field Study and Field Survey Method of Research.

2. What is Evaluation Research? What are its types?

3. Define Snowball sampling.

4. Define Descriptive Research Design. Discuss its types along with suitable examples.

5. What are the different software packages for conducting qualitative and quantitative research? Explain in brief.

6. What do you mean by Likert Scale? Explain its types along with suitable examples.

7. How a journal can be selected for the purpose of Research Publication? Explain.

8. What is Executive Summary? Describe.

9. What is Test Marketing?

10. Describe the aims and objectives of Advertising Research.

Part - D

(Long Answer Type Questions)

(5 Marks each)

Note : Attempt all questions.

1. What is Literature Review? What are its types? Explain its importance in the different stages in the researh process.

2. What are the different Scaling Techniques? Explain along with suitable examples.

3. "Assume that you are conducting a research study in the state of Chhattisgarh to identify most popular hindi news paper." On the basis of this description formulate:

   (A) Research problem.

   (B) Objectives

   (C) Questionnaire (excluding demographic profile of the respondents).

4. Two hundred randomly selected adults were asked about their opinion in a TV show. They were asked how they consider TV shows primarily: entertaining, educational,

or a waste of time? The respondents were categorised by gender. Their responses are given in following table:

Gender	Opinion			
	Entertaining	Educational	Waste of time	Total
Female	52	28	30	110
Male	28	12	50	90
Total	80	40	80	200

On the basis of the description given above define the following:

(A) Population.

(B) Purpose of the Study.

(C) Sources of Data.

(D) Methods of Data Collection.

(E) Sampling Method.

(F) Sampling Unit.