

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA / MBA(IB) (2012 & onward) (Sem.-2)

RESEARCH METHODOLOGY

Subject Code : MBA-206

Paper ID : [C0251]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying EIGHT marks.

SECTION A

1. Define research and discuss the characteristics of research.
2. Differentiate between the descriptive and analytical research methods.
3. Explain primary and secondary data.
4. What is Diagnostic Research?
5. Define Hypothesis.
6. Four uses of Index numbers.

SECTION B

UNIT I

7. Explain the steps involved in the research process keeping in mind the contexts of the research problem FMCG product.

OR

8. Explain importance of Literature Review in research of nationalize bank.

UNIT II

9. Enumerate the questionnaire method for data collection with suitable examples.

OR

10. Describe the necessary steps implied in Data processing.

UNIT III

11. What is meant by measurement in research? What difference does it make whether we measure in terms of nominal, ordinal, interval or ratio scale? Explain giving examples.

OR

12. How ANOVA is useful in analysis? Discuss it with case study.

UNIT IV

13. What do you understand by the Factor analysis? Which factors are helpful in developing research for studying consumer behavior about CCD outlet?

OR

14. Explain process of Report writing and also discuss the different parts of Report.

SECTION C

15. “Bajaj Auto” one of the leading automobile companies in India, lost market shares to its competitor Hero Honda in the late 1990’s. In order to regain its market share, the company plans to find out the reason for its failure in the market. You are appointed as a researcher to M/s Bajaj Auto.

Questions :

- a) What type of research design would you prefer? Support your answer with reasons.
- b) State the sources through which Bajaj Auto can obtain primary data.
- c) How would you prepare a research support?