

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

**MBA / MBA (IB) (Sem.-2<sup>nd</sup>) (2012 Batch)**

**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 consist of **ONE** Case Study carrying **EIGHT** marks.

**SECTION-A**

1. Define Research Design.
2. Discuss the secondary sources of data collection.
3. What are the various sampling techniques?
4. Explain the different graphical techniques of data presentation.
5. What is the importance of ANOVA in business research?
6. Discuss the significance of Cluster Analysis.

**SECTION-B**

**UNIT-I**

7. Discuss various Research Designs with examples. How do you decide the applicability of research designs in management research?
8. Discuss in detail the process of research process. What is the importance of review of literature in business research? Give examples.

## **UNIT-II**

9. Discuss the various points to be kept in mind while designing and constructing a questionnaire. Give examples. Also give a brief overview of synopsis writing.
10. What are the different scaling techniques? Discuss with examples.

## **UNIT-III**

11. What is Time series analysis? Discuss its significance in business forecasting. Also discuss the importance and use of Index numbers.
12. Discuss Discriminant Analysis and Conjoint Analysis. Also explain the various graphical techniques of data analysis and presentation available in SPSS and MS-EXCEL.

## **UNIT-IV**

13. Discuss the various steps in writing a business project report, citing examples. What is the importance of the chapter on bibliography and
14. Explain the utility of Cluster Analysis, Multi Dimensional Scaling and Factor Analysis in business research.

## **SECTION-C**

### **CASE STUDY :**

15. XYZ Ltd is a manufacturer of scooters and motorcycles. As a part of its operating policy, the executives wished to determine whether the customers' and dealers' satisfaction depended upon warranty cards or not. To test this, the company has withdrawn the warranty cards from the market. XYZ Ltd's marketing research department developed a questionnaire in a summated scale form to collect data for the customer satisfaction with and without the warranty cards. The department mailed a questionnaire to a random sample of customers, when they have warranty cards. After that, it sent the same questionnaire to the same set of customers, when they did not have warranty cards. The company also sent the questionnaire to dealers who have provided their customers with warranty cards. The customers and dealers have provided marks out of 100 for their satisfaction levels. The data collected by the research department is as follows: