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**MASTER OF BUSINESS ADMINISTRATION
(NETWORK INFRASTRUCTURE MANAGEMENT)
(MBANIM)**

Term-End Examination

December, 2012

**MCRP-018 : RESEARCH METHODOLOGY AND
PROJECT-I DESIGN OF NETWORKS**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

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1. (a) What is more value to the corporate world-basic, fundamental or applied research ? Justify with your reasoning. 10
 - (b) "The research process involves a series of interrelated and intricate steps". Explain. 10
 2. (a) 'The manager/researcher is not equipped to arrive at a focused and precise research question, till he carries out a thorough inventory check of the problem area.' Examine the statement and justify with examples why you agree/disagree with it. 10
 - (b) 'Hypotheses are the guiding force in any research study'. Justify and explain. 10

3. (a) Design an experiment to determine which of the two fast foods-Pizza and Burger- are preferred by consumer in the age group of 18 to 21. 10
- (b) What are the extraneous variables which influence the internal and external validity of experiments ? 10
4. (a) Distinguish between secondary and primary methods of data collection. Is it possible to use secondary data methods as substitute of primary methods ? Justify your answer with suitable illustrations. 10
- (b) 'Distinguish between internal and external sources of data collection. In what situations would you recommend the usage of one over the other ? 10
5. (a) What are focus group discussions ? Under what circumstances should they be used ? Explain with suitable examples. 10
- (b) Briefly explain the concepts of reliability and validity. 10
6. (a) What is the need of sampling ? Discuss various probability sample techniques by giving their merits and demerits. 10
- (b) List the similarities and differences between the quota sampling and stratified sampling. 10

7. (a) Explain the following concepts : 10
(i) One and two-tailed test and
(ii) Power of test
- (b) What is factorial design ? Explain terms, 10
main effects and interaction effects in
relation to factorial design.
8. (a) Discuss in detail the steps that researcher 10
needs to follow to formulate a good research
report. Do the criteria become different for
different kinds of reports ? Explain with
examples.
- (b) What is the difference between following : 10
(i) Brief report and long report
(ii) Line charts and pie charts.
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