

MBABM / MBAITM

Term-End Examination

00004

December, 2014

MBM-012 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

Note :

- (i) *Section I is compulsory.*
- (ii) *In Section II, answer any five questions.*
- (iii) *Assume suitable data wherever required.*
- (iv) *Draw suitable sketches wherever required.*
- (v) *Italicized figures to the right indicate maximum marks.*

SECTION I

1. Read the following articles published in academic journals and explain how far the structure of Perlow's article is different from Coyle-Shapiro and Kessler's :

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<p>The components of the social context help explain why engineers perpetuated this disruptive pattern of interacting. I found that engineers experience both constant pressure to respond to crises and a reward system based on individual heroics. These two components, together, resulted in engineers doing whatever it took to solve the crisis of the moment. When individuals attempted to solve crises at the expense of all else, they frequently interrupted each other, thereby further perpetuating crises and the perceived need for individuals to do whatever it took to solve crises. I refer to this dynamic as the vicious work-time cycle.</p>	<p>The implications of globalisation, organisational restructuring and downsizing on employment relations have renewed interest in the concept of the psychological contract. It has captured the attention of policy-makers in their efforts to 'change the deal' in response to increasing pressures to adapt to changing circumstances. For academics, the psychological contract presents another opportunity to re-examine the fundamental aspect of organisational life, the employee-employer relationship.</p>
<p><i>Perlow (1999)</i></p>	<p><i>Coyle-Shapiro and Kessler (2000)</i></p>

2. How have statistics been used to bestow credibility upon management and business research ? Describe by considering relevant research problems. $4+6=10$
3. Discuss the guidelines for reviewing the draft of a report. 10

SECTION II

4. (a) Describe the scope of social research in various functional areas of management. 7
- (b) Explain the various steps involved in empirical research. 7
5. (a) Why is probability sampling generally preferred over non-probability sampling? 4
- (b) How far does a stratified random sample offer greater precision than a simple random or systematic sample? 10
6. (a) Explain the various scales for measuring respondents. Compare and contrast them. 8
- (b) Write a short note on scale construction techniques. 6
7. (a) Describe the difference between natural and contrived observation; and direct and indirect observation. Explain with examples. 8
- (b) What are the differences between unstructured and semi-structured interviewing? 6
8. (a) Distinguish between editing and coding and discuss how would you treat missing items from questionnaires. 8
- (b) Provide an outline of the guiding considerations in the construction of a questionnaire. 6

9. (a) Bring out the essential qualities of a research report. 6
- (b) Why has post-modernism produced a growth of interest in writing business research ? Point out the differences between report writing and briefing a research project. 4+4=8
10. (a) Discuss the significance of the distinction between e-mail and web surveys. 6
- (b) Describe the implications of the linguistic turn for business and management writing. 8
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