

00252

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

Term-End Examination

June, 2012

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. (a) Distinguish between continuous rating scale and itemized rating scale. Discuss the different types of itemized rating scales.
(b) What is meant by Reliability and Validity of a Scale ? Discuss the different ways to check the reliability of a scale.

2. (a) Discuss the essential aspects that must be fulfilled in order to consider a Cause Effect Relationship.
(b) Discuss the different threats to internal validity while conducting Experimental study.

3. (a) Consider the following questions as a part of a questionnaire.
- (i) Give your preference by ranking the following brands of TV
Sony, Panasonic, Toshiba, Phillips
 - (ii) I am an avid believer to buy only Indian made products (Strongly agree to Strongly Disagree)
 - (iii) Your gender.
 - (iv) You are willing to spend Rs. _____ for buying a TV.

For the above questions indicate the scales in which the data will be collected.

- (b) Discuss the different types of Comparative scaling techniques and its uses by suitable examples.
4. (a) Distinguish between Non-Probability and Probability Sampling Techniques.
- (b) Discuss the different sources by which Non-sampling errors can occur.
5. Write short note on *any two* of the following :
- (a) Factor analysis
 - (b) Discriminant Analysis
 - (c) Multiple Regression

6. (a) A researcher was interested to understand the dependence of income groups and risk level of financial instruments that he preferred and obtained the following information.

	High Risk	Moderate Risk	Low risk
High income	50	30	20
Medium income	15	30	25
Low income	5	15	40

Is there any evidence to show that risk level is dependent on income ? Use 5% level of significance. (Table value of the relevant statistic would be 9.48).

- (b) Indicate the equivalent statistical analysis under Non-Parametric category for Independent 't' test and One-way ANOVA.
7. (a) What are the differences between Primary and Secondary Data ?
- (b) What are the criteria to be used when evaluating secondary data ?
8. (a) Discuss 'Focus groups' as a technique used for arriving at a hypothesis.
- (b) Discuss the importance of Executive Summary in Research Report.
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