

00880
MASTER OF BUSINESS ADMINISTRATION
(NETWORK INFRASTRUCTURE MANAGEMENT)
(MBANIM)

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt *any five* questions.

1. (a) How would you define Marketing Research ? What are the major components of good research study ? 10
- (b) Does exploratory research always lead to conclusive research ? Justify with your reasoning. 10
2. (a) How would you distinguish between a management decision problem and a management research problem ? Do all decision problems require research ? Explain and illustrate with example. 10
- (b) What is a research hypothesis ? Do all researches require hypothesis formulation ? Explain. 10

3. (a) Differentiate between a laboratory experiment and a field experiment with appropriate example. 10
- (b) Explain the meaning of causal relationship and discuss the conditions required for establishing it. 10
4. (a) How can secondary data be classified ? Elaborate on each type with suitable examples. 10
- (b) 'Technology and computer applications have been a major boost to syndicate data source'. Explain the assumption made in the statement with suitable example. 10
5. (a) What is the observation method ? What are the different types of observation methods available to the researcher ? Explain with suitable examples. 10
- (b) Discuss the applications of rating scales in various functional areas of management. 10
6. (a) What is the significance of sample selection in research ? Explain the factors which should be considered while selecting a sample for research. 10
- (b) What are the main differences between a stratified sampling and cluster. 10

7. (a) Explain the following concepts : 10
(i) Null and alternative hypothesis and
(ii) Level of significance
- (b) What are the characteristics of the Latin square design ? 10
8. (a) What should be ideal structure of a research report ? What are the elements of the structure defined by you ? 10
- (b) What are the guidelines a researcher must follow for graphical and tabular representation of research result ? 10
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