MMPC-015

M. B. A. (MBAOL)

RESEARCH METHODOLOGY FOR MANAGEMENT DECISIONS

Time : Three Hours

Maximum Marks : 100

Note : Attempt questions from all Sections as instructed.

Section-I (Short Answer Type Questions) (5×4=20)

Attempt any five questions. Each question carries 4 marks.

1. Define Research.

2. What are the characteristics of good design?

3. What is the Questionnaire method?

4. What do you mean by Open-ended questions?

5. What is Field Editing?

6. What are the principles of ethics in research?

7. What are Parts of the Report?

Section-II (Medium Answer Type Questions) (5×10=50)

Attempt any five questions. Each question carries 10 marks.

1. Explain the research process.

2. What do you understand by the terms attitude and attitude measurement? Explain.

3. Discuss the importance of the sampling frame. What are the possible errors resulting from a faulty sampling frame?

4. Describe, in brief, the importance of editing, coding, classification, tabulation, and presentation of data in the context of a research study.

5. What are the differences between Regression Analysis and Discriminant Analysis? Explain.

6. What are the three major categories of a report? Explain.

7. Distinguish between various parts of the report.

Section-III (Long Answer Type Questions) (2×15=30)

Attempt any two questions. Each question carries 15 marks.

1. What are the various types of research designs? Discuss experimental research design with suitable examples.

2. A typing school claims that in a six-week intensive course, it can train students to type, on average, at least 60 words per minute. A random sample of 15 graduates is given a typing test, and the median number of words per minute typed by each of these students is given below. Test the hypothesis that the median typing speed is at least 60 words per minute.

18, 76, 53, 71, 66, 59, 88, 73, 80, 66, 58, 70, 60, 56, 55.

3. What are the major components of the communication dimension which are relevant to a presentation? Discuss with suitable examples.