Paper Code: MBA-023   **Roll No.**

MBA
(SEM II) EVEN SEMESTER EXAMINATION, 2015-16
RESEARCH METHODOLOGY

[Time: 3 hrs]   **[Max. Marks: 100]**

Q.1- Attempt any **four** of the following: -   **[5x4=20]**

- (a) Enlist and define the three types of **Research** with example.
- (b) What is difference between **Observation**, **Hypothesis**, **Theory** and **Law** illustrate in brief with example.
- (c) Define **Null** and **Alternate Hypothesis** with example.
- (d) What is **Data Coding**, illustrate with examples.
- (e) Define **Nominal, Ordinal, Interval** and **Ratio** data types, explain with suitable example.
- (f) Define **Stratified Random Sampling**, illustrate with examples.

Q.2- Attempt any **four** of the following: -   **[5x4=20]**

- (a) Differentiate between **Probability** and **Non-probability Sampling**.
- (b) Write short note on **Statistical Regression**.
- (c) Define **Selection Bias** with example.
- (d) Define is **Type-1** and **Type-2 Error**, illustrate with examples?
- (e) What is **Semantic Differential Scale**, explain with example.
- (f) What is **Sampling Error**, illustrate with examples?

Q.3-Attempt any **two** of the following: -   **[10x2-20]**

- (a) Write a short note on Hypothesis Testing, also list the steps involved.
- (b) Define Primary Data and Secondary Data and enlist their Advantages and Disadvantages.
- (c) Enlist a minimum of ten precautions to be taken in preparation of questionnaire.

Q.4-Attempt any **two** of the following: -   **[10x2=20]**

- (a) Differentiate between Questionnaire Method and Observation Method of collecting data.
- (b) List essentials characteristics for selecting secondary data. Give two hypothetical examples where secondary data may be used in Research.
- (c) Enlist the various techniques of sampling and when are they used?

Q.5-Attempt any **two** of the following: -   **[10x2=20]**

- (a) Enlist and explain the steps involved in research process.
- (b) Write a short note on ANOVA; when and why is it used.
- (c) Write a short note on Correlation; discuss Karl-Pearson's and Spearman's rank coefficient of correlation with formulae.