

Paper Code: MME319

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M.Tech
(SEM III) ODD SEMESTER EXAMINATION 2015-16
(RESEARCH METHODOLOGY)

[Time: 3 hrs.]

[Max. Marks: 100]

Note- Attempt All Questions. All Questions carry equal marks:-

- 1) **Attempt any four part of the following:** (5×4= 20)
 - a. What are features of a good research study?
 - b. Distinguish between basic research and applied research.
 - c. Describe the guidelines of report writing.
 - d. What is the difference between primary data and secondary data?
 - e. Discuss the various sources of errors.
 - f. What is data editing? Mention its significance.

- 2) **Attempt any two parts of the following:** (10×2= 20)
 - a. How do you define a research problem? Discuss the main issues which should receive attention of the researchers in formulating the research problem.
 - b. What are exploratory research designs? What are the methods that can be used in an exploratory design?
 - c. What is the concept of research in management? Is it different from common sense approach to problem solving? Give three examples of business problems on which research can be made.

- 3) **Attempt any two parts of the following:** (10×2= 20)
 - a. Discuss different non probability sampling methods available to a researcher along with advantages and disadvantages.
 - b. What is secondary data? Discuss its sources.
 - c. What are the different criteria for designing questions in a questionnaire?

- 4) **Attempt any two parts of the following:** (10×2= 20)
 - a. What is Hypothesis? Discuss briefly the procedure for testing hypothesis.
 - b. Differentiate between univariate and bivariate analysis. Discuss their role in data analysis with examples.
 - c. Discuss various measures of dispersions. List out their merits and demerits.

- 5) **Attempt any two parts of the following:** (10×2= 20)
 - a. Explain the importance of measurement of scales in research and how Likert's Five Point Scale is used in marketing research.
 - b. Explain the significance of a research report and explain the various steps involved in writing a research report.
 - c. What criteria would you develop to evaluate the quality of a research report.