

Roll No.

Exam Code : J-19

Subject Code—0276-X

M. B. A. EXAMINATION

(Prior to 2009 Batch Re-appear)

(Second Semester)

RESEARCH METHODOLOGY

CP-206

Time : 3 Hours

Maximum Marks : 100

Section A

Note : Attempt any *Seven* questions. **7×7=49**

1. What is the meanings of extraneous variables in context of research design ?
2. Distinguish between cluster and area sampling.
3. What sampling design might be used to estimate the weight of a group of men and women ?

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4. How does the case study method differ from the survey method ?
5. Write a note on “Bayesian Decision Theory”.
6. State the importance of motivational research techniques.
7. Point out the possible sources of error in measurement.
8. What is the scope of research methodology ?
9. What do you understand by pilot survey ?
10. State the applications of factor analysis in research.

Section B

Note : Attempt all the questions. **3×17=51**

11. If a situation will so emerge that you would be asked to select a research design, which one will you choose and why ?

Or

“Identification and formulation of the correct research business problem is the basis of conduct of sound research.” Explain.

12. Railway commuters in Mumbai have been facing various problems during travel. You have been assigned the task of finding their problems. Design a suitable questionnaire to be used in this study. Use Likert scale for designing questions.

Or

Discuss the uses of conjoint analysis and multidimensional scaling in research.

13. “Research is much concerned with proper fact finding, analysis and evaluation.” Comment.

Or

What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale ? Explain giving examples.