

Roll No.

Exam Code : J-19

Subject Code—0285

M. B. A. EXAMINATION

(Second Semester)

(Batch 2018 Onwards Main)

RESEARCH METHODOLOGY

CP-206

Time : 3 Hours

Maximum Marks : 70

Note : All questions are compulsory. All questions carry equal marks. Student may use non-scientific calculator.

1. Write short notes on the following :

- (a) Exploratory research
- (b) Primary vs. Secondary data
- (c) Structured questionnaire
- (d) Stratified sampling

- (e) Variance
- (f) Correlation vs. Regression
- (g) Sampling errors.

2. Define Business Research. Discuss the various types of research. Write a detailed note on research process with suitable examples.

Or

What is Theory Building ? Discuss the process and importance of theory building in academic research.

3. What is Survey Research ? Discuss the various methods for conducting survey research. Briefly discuss the limitations of survey research.

Or

What is Experimental Research ? Discuss the process of conducting experimental research along with the suitable areas of its application.

4. Differentiate between census and sampling. Briefly discuss the various probability and non-probability sampling methods.

Or

What is Questionnaire ? Write a detailed note on the golden rules for questionnaire design.

5. What do you mean by Research Report ? Write a detailed note on structure and content of a research report.

Or

What is Multivariate Analysis ? Discuss the process and various methods for conducting multivariate analysis.