

Roll No.

Total No. of Questions : 14]

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MBA / MBA (IB) (Sem. - 2nd)

RESEARCH METHODOLOGY

SUBJECT CODE : MBA - 206 (2012 Batch)

Paper ID : [C0251]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Attempt any **Four** questions from Section - A. Each question carrying five marks.
- 2) Section - B Consists of four units I, II, III and IV. Attempt any one question from each of the unit. Each question carries Eight marks.
- 3) Section - C consists of one case study of 8 marks.

Section - A

- Q1)** Discuss Descriptive Research Design.
- Q2)** Elaborate on the method of Synopsis writing.
- Q3)** Discuss Conjoint Analysis.
- Q4)** What do you understand by Factor Analysis?
- Q5)** Explain data processing operations.
- Q6)** Discuss the usage of SYSTAT in data analysis.

Section - B

Unit - I

- Q7)** Discuss the process of research. Discuss the significance of Literature study in research process.

OR

- Q8)** Discuss in detail the various research designs. Give examples.

Unit - II

- Q9)** Explain the various Scaling designs and techniques.

OR

- Q10)** Discuss the various points to be kept in mind while designing and constructing a questionnaire. Give examples.

Unit - III

Q11) Explain in detail, Time series analysis and Forecasting. Also discuss the various graphical techniques of data analysis available in SPSS and MS-EXCEL.

OR

Q12) Write notes on the following :

- a) Discriminant Analysis.
- b) Sampling Distribution.

Unit - IV

Q13) Discuss the main points to be kept in mind while drafting a business project report. What is the importance of Chapter on Data Analysis & Interpretation?

OR

Q14) Write notes on the following :

- a) Multi Dimensional scaling.
- b) Cluster Analysis.

Section - C

Case Analysis :

Chandigarh is an upcoming cosmopolitan city in the North of India. It houses people from all over the country now-a-days and has people with varied culture and interests. With higher income at their disposal, the people of Chandigarh are now keener than ever, to undertake various tours across the country. There are several Travel agencies and Tour / Travel operators in the city. Sharma Travels had started its business just few months ago and was expecting to double or treble its business in the coming festive season or the later holiday season. In this highly competitive business arena, Mr. Sharma has decided to conduct a survey to determine how much business Chandigarh has to offer and also wanted to know whether the residents are aware of Sharma Travels. He thought that this survey would also determine the effectiveness of his advertising strategies. Besides the above aspects, Mr. Sharma wants to gain additional knowledge on several facets such as peoples' travelling options, frequency of travel, their budgets, their satisfaction / dissatisfaction levels with their present travel agencies and other related characteristics. You as a student of management research, are required to design a detailed questionnaire to satisfy Mr. Sharma's queries on the above mentioned aspects besides other facets, such as demographics etc, which you think might be of additional help to Mr. Sharma in his venture.

