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Total No. of Pages: 02
Total No. of Questions: 15

MBA (Sem.-2nd)
RESEARCH METHODOLOGY
Subject Code: MBA-206
Paper ID: [C0251]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATE:

- 1. Section-A Attempt any four questions.*
- 2. Section-B Attempt any four questions. One question from each unit.*
- 3. Section-C Case Analysis Compulsory.*

SECTION-A

(4x5=20)

- Q.1. Discuss Exploratory Research Design.
- Q.2. Explain Classification & Tabulation of Data.
- Q.3. Discuss Conjoint Analysis.
- Q.4. What do you understand by Cluster Analysis?
- Q.5. Explain data processing operation?
- Q.6. Discuss the importance of selecting research problem.

SECTION-B

(4x8=32)

Unit-I

- Q.7. Discuss the process of research. Discuss the significance of Literature study in research process.
- Q.8. Discuss in detail the various research designs. Give example.

Unit-II

- Q.9. Explain the various sampling designs and techniques.
- Q.10. Write notes on the following:
- (i) Research proposal writing
 - (ii) Developing a questionnaire

Unit-III

- Q.11. Explain in detail, Time series analysis and Forecasting. Also discuss the various graphical techniques of data analysis available in SPSS and MS-EXCEL.
- Q.12. Discuss the utility and effectiveness of various Tests of significance. How does SPSS/Excel help in implementing these?

Unit-IV

- Q.13. 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?
- Q.14. Write notes on the following :
(a) Multi Dimensional scaling
(b) Factor Analysis

SECTION-C

(Case Analysis)

(1x8=8)

- Q.15. 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.

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