

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA/MBA(IB) (2012 & onward) (Sem.-2)

RESEARCH METHODOLOGY

Subject Code : MBA-206

Paper ID : [C0251]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
- 2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying EIGHT marks.**

SECTION-A

1. What are basic qualities of good research?
2. Explain descriptive research design.
3. What is probability sampling?
4. What are the functions of a questionnaire?
5. What is correlation?
6. What is Multi Dimensional Scaling?

SECTION-B

UNIT-I

7. Discuss significance of Review of Literature.
8. Explain causation and Experimental Design.

UNIT-II

9. Explain different types of sampling.
10. Explain the need for editing the data.

UNIT-III

11. Explain the difference between correlation and regression.
12. Discuss the process involved in conjoint analysis with assumptions.

UNIT-IV

13. Explain steps involved in Cluster Analysis.
14. Explain the stages involved in writing research reports.

SECTION-C

15. Case study

A firm is involved in the manufacturing of washing cake and a few other related products. But, the former accounts for sizable proportion of its total production. Of late, the company has been finding it increasingly problem to solve its competitiveness on account of the availability of washing cakes; of a number of firms within the affordable price range. There are 23 brands which together are offering 85 models.

The executive management of this firm has considered the problem of increasing competition and declining sales. It is of the opinion that a survey should be conducted to ascertain the customer satisfaction in respect of its washing cakes. However, before undertaking a detailed field survey, the firm would like to be clear on the concept of customer satisfaction.

Questions :

- a. How would you identify parameters which can effectively measure satisfaction?
- b. Prepare a suitable measurement of scaling techniques using the parameter identified in question.
- c. Which type of scaling technique is more permissible technique?