

Roll No.

[illegible]

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

INSTRUCTION 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. Define Research Process.
2. Discuss the secondary sources of data collection.
3. What are the various data processing operations?
4. Explain the utility of dispersion and variance in Statistics.
5. What is the importance of ANOVA in Business research?
6. Discuss the significance of Factor Analysis.

SECTION B

UNIT-I

7. Discuss the various Research Designs, with examples. How do you decide the applicability of research designs in management research?
8. Discuss in detail, the process of research process. What is the importance of review of literature in business research? Give examples.

UNIT-II

9. Discuss the various sampling designs and techniques.
10. What are the different scaling techniques? Discuss with examples.

UNIT-III

11. Discuss Discriminant Analysis and Conjoint Analysis. Also explain the various graphical techniques of data analysis and presentation available in SPSS and MS-EXCEL.

12. What is the importance of Time series analysis? Discuss its significance in business forecasting. What are the various techniques of time series analysis?

UNIT-IV

13. Explain the utility of Multi Dimensional Scaling and Factor Analysis in business research.
14. Discuss the various steps in writing a business project report citing examples. What is the importance of the chapter on bibliography and references?

SECTION-C

15. Case study :

XYZ Ltd is a manufacturer of scooters and motorcycles. As a part of its operating policy, the executives wished to determine whether the customers' and dealers' satisfaction depended upon warranty cards or not. To test this, the company has withdrawn the warranty cards from the market. XYZ Ltd's marketing research department developed a questionnaire in a summated scale form to collect data for the customer satisfaction with and without the warranty cards. The department mailed a questionnaire to a random sample of customers, when they have warranty cards. After that, it sent the same questionnaire to the same set of customers, when they did not have warranty cards. The company also sent the questionnaire to dealers who have provided their customers with warranty cards. The customers and dealers have provided marks out of 100 for their satisfaction levels. The data collected by the research department is as follows :

No. of observation	Customer's satisfaction when they have warranty cards	Customer's satisfaction when they donot have warranty cards	Dealers
1	74	43	92
2	81	23	42
3	35	88	54
4	59	55	59
5	90	67	83
6	33	53	30
7	82	85	34
8	68	70	54
9	56	30	39
10	46	75	65

Questions :

- 1) Find out the effect of warranty cards on the satisfaction of customers from the above given data. Use 5% as level of significance to test the hypothesis.
- 2) Determine the difference between the dealers' and customers' satisfaction with and without the warranty cards. Use 5% as level of significance to test the hypothesis.
- 3) What should the organization do to overcome this problem?