

Roll No.

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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

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 Problem.
2. Explain merits and demerits of Interview method of data collection.
3. Differentiate between the questionnaire and schedule.
4. Illustrate research problems where you can use regression and multiple regressions.
5. Differentiate between bibliography and references.
6. Discusses uses of computer in research.

SECTION-B

UNIT-I

7. Discuss various research methods in Marketing or HR.
8. Explain importance of Literature Review in research of FMCG product of your choice.

UNIT-II

9. Explain the various methods of data collection and examine its relative merits.
10. What are the various methods of sampling? How is reliability of sample measured?

UNIT-III

11. What is meant by Data editing? Explain giving examples.
12. How to cluster analysis is use full in decision making. Illustrate.

UNIT-IV

13. What do you understand by the Multi dimensional Scaling? Which factors are helpful in developing research for studying consumer behavior about Feb-India outlet?
14. How would you attempting writing a research report, what could be its structure and general format?

SECTION-C

15. Case Study :

In May 2009, Hewlett-Packard Company (HP), one of the world's leading Information Technology (IT) companies, took its recycling program in South Africa a step further with the introduction of a business-to-business recycling and take-back program. HP, the leading IT company in Africa, also offered recycling services for print cartridges in South Africa through its Planet Partner Recycling program. HP South Africa had already received the ISO 14001 certification and had also launched a pilot project in Cape Town in 2008 that had created jobs for disadvantaged people.

Questions :

- a. Critically analyze the initiatives taken by HP South Africa to tackle the problem of e-waste.
- b. Do you think that the pilot project launched in Cape Town is a sustainable one?