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Total No. of Questions: 15

Total No. of Pages: 02

MBA / MBA(IB) (Sem.2)
RESEARCH METHODOLOGY
Subject Code: MBA-206
Paper ID: C0251

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. Attempt any FOUR questions from Section A. Each question carries FIVE marks.
2. There are FOUR subsections. Attempt ONE question from every subsection. Each Section carries EIGHT marks.
3. Section C is COMPULSORY carry EIGHT Marks. Analyze the facts given in the following case and answer the given question.

SECTION A

1. What is research? Also explain its objective.
2. Briefly explain research design.
3. What is review of literature?
4. What is simple Random Sampling?
5. What is Regression?
6. Explain Cluster.

SECTION B

SUBSECTION I

7. Discuss the purpose of doing review of literature.
8. Explain classification of Research Design.

SUBSECTION II

9. Explain the steps in developing a sampling plan.
10. Explain the methods of scaling.

SUBSECTION III

11. What is correlation? Discuss the types of correlation.
12. Explain various tests of significance.

SUBSECTION IV

13. Discuss the steps involved in conducting Factor Analysis.

14. Explain the Process involved in Multi Dimensional Scaling.

SECTION C

15. Case study

In Global Marketing environment, the existing information systems used by various departmental stores are not from grass route level. At present, more and more companies have started feeling that their sales staff is unable to do routine works and has limited time to devote to other market promotional activities. This constraint can be overcome if a research organization provides them with a system of retail department store audit.

A management business consultancy or organization is seriously thinking of starting its own retail department audit. In this connection, it would like to know the kind of information that should be obtained, and from whom and when and some other related aspects.

Questions

You have been entrusted with their responsibility.

1. How would you develop a system of retail department audit for a consumer product, say, vanaspathi?
2. Enumerate the information that retail department audit would give.
3. What are the problems likely to arise and how would you overcome them?
4. Prepare a suitable methodology of study.