

Roll No. 

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

Total No. of Pages: 02

Total No. of Questions: 15

**MBA / MBA(IB) (2012 & onward) (Sem. – 2)**

**RESEARCH METHODOLOGY**

**M Code: 49101**

**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 consist of ONE Case Study carrying EIGHT marks. Attempt all the questions that follow it.

**SECTION A**

1. Discuss the points to be kept in mind while conducting a review of literature.
2. Explain the significance of employing scaling techniques.
3. What is the importance of a research proposal? How is it prepared?
4. How is time series utilized for forecasting in businesses?
5. Explain the significance of sampling distribution.
6. Discuss and differentiate between factor and cluster analysis.

**SECTION B**

**UNIT I**

7. What are the steps involved in research process? Also explain how is a research problem identified and selected, giving examples.
8. Discuss and differentiate between the various types of research designs.

## UNIT II

9. List and explain the different data collection techniques giving suitable examples.
10. Explain what is meant by sampling. List and discuss the various sampling techniques.

## UNIT III

11. List the different tests of significance. Also explain their utility to business management.
12. Explain the concept of index numbers. Discuss their applications to business research.

## UNIT IV

13. What is multidimensional scaling? Discuss its process and importance in research.
14. What are the different components of a research report? Further explain the various points to kept in mind while preparing a report.

## SECTION C

15. M/s ABC Electronics have hired XYZ Advertisers Ltd. to increase their monthly sales. Previously, ABC electronics had been spending very cautiously on their advertising, which had not been resulting in good sales over the past few years. They had been struggling with the competition, which was steadily capturing new territories besides eating into the share of ABC electronics market as well. This was resulting in frustration at the higher levels of management which had tried everything in the text book; but for advertising. The higher management had always been wary of spending large amounts of sum in advertisements. Now XYZ advertisers have advised them to step up on the advertising budget, especially on the online domain and the electronic media. Following figures show the data for the past five months vis-à-vis advertising budget (In Rs. lakhs) and resulting monthly sales (In Rs. Crores). The management has become quite optimistic with the consequent sales and is now looking at a sales target of Rs 300 Crores.

**Find out the advertising budget which should result in this particular sales figures?**  
The management also wants to estimate the resulting sales if they spend a sum of Rs 150 Lakhs on advertising; **Find out the resulting sales as well.**

|                                         |     |     |     |     |     |
|-----------------------------------------|-----|-----|-----|-----|-----|
| <b>Advertising Budget (In Rs Lakhs)</b> | 88  | 97  | 103 | 112 | 120 |
| <b>Monthly Sales (In Rs Crores)</b>     | 233 | 241 | 259 | 264 | 273 |