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Total No. of Pages : 03

Total No. of Questions : 15

MBA/MBA(IB) (2016 to 2017) (Sem.-2)

RESEARCH METHODOLOGY

Subject Code : MBA-206

M.Code : 49101

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. **SECTION-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** carrying **EIGHT** marks.

SECTION A

1. What is a research problem? How is it different from a managerial problem?
2. Explain the significance of employing scaling techniques.
3. Differentiate between the questionnaire and schedule.
4. What is KMO test in factor analysis ?
5. List various non probability sampling methods.
6. Differentiate between t test and ANOVA

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. What is factor analysis? Write detailed interpretation of the following table :

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.064	32.373	32.373	9.064	32.373	32.373
2	2.787	9.954	42.328	2.787	9.954	42.328
3	1.664	5.944	48.272	1.664	5.944	48.272
4	1.515	5.409	53.681	1.515	5.409	53.681
5	1.180	4.215	57.896	1.180	4.215	57.896
6	.991	3.539	61.435			
7	.925	3.304	64.739			
8	.819	2.924	67.663			
9	.793	2.832	70.495			
10	.744	2.657	73.152			
11	.705	2.518	75.670			
12	.654	2.336	78.005			
13	.623	2.224	80.229			
14	.574	2.051	82.281			
15	.545	1.945	84.225			
16	.516	1.841	86.067			
17	.487	1.740	87.806			
18	.454	1.621	89.427			
19	.423	1.511	90.938			
20	.382	1.363	92.301			
21	.341	1.218	93.519			
22	.334	1.193	94.712			
23	.309	1.102	95.814			
24	.293	1.046	96.860			
25	.260	.928	97.788			
26	.248	.887	98.675			
27	.207	.738	99.414			
28	.164	.586	100.000			

10. Draw a detailed structure of the report on “*Relationship between perceived risk and intention to use mobile banking.*”

UNIT-III

11. Explain the various methods of data collection and examine its relative merits.
12. Write short notes on following :
- Difference between editing and coding.
 - Characteristics of a good questionnaire

UNIT-IV

13. What are descriptive statistics? Why are they calculating in a research project? Discuss some of the indicators of descriptive statistics.
14. Discuss and differentiate between correlation and regression. Also explain the various types of correlation giving examples.

SECTION C

15. Case Study :

Better Bargain Supermarkets, a national chain, has followed the industry practice of “loss leader” pricing for many years. On Wednesday their price specials for the Thursday through Saturday period appear in the paper along with those of their competitors. The decisions as to which products to promote are made at the corporate level in committee meeting several weeks before the announced price specials so as to allow time to secure adequate stocks. The decisions have been historically judgemental in that they have been based more on “feel” rather than any empirical data. Some of the promotions have been successful and others unsuccessful, as might be expected, based on the number of customers entering the store, total store sales for the period, and sales of the particular advertised specials.

The committee is interested in taking a more systematic approach to the decisions regarding which products to promote and the size of the discounts offered. One of the real concerns of the committee is in determining which meat specials to offer, for example, chicken, beef, or pork. The committee has called you in as consultant to help it assess the impact of various loss leader offerings. It is interested in developing the methodology by which the assessments can be effected using the meat specials as a vehicle.

Design an experiment to test the effectiveness of various meat promotions and various-sized discounts on the meat promoted. Record the experimental components below :

Questions :

- i. What is the experimental stimulus? Describe the treatments.
- ii. Describe the dependent variable(s) and how it (they) will be measured.
- iii. What or who are the test units?
- iv. What extraneous factors would affect the interpretation of the results? Indicate whether your design controls for the effects or not.
- v. Represent the experiment symbolically (using the symbols, R, O and X) and briefly describe the experiment.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.