

**SECTION—C**

**AP—255**

5. The following data relates with the salaries of employees of a large manufacturing firm according to age :

Age (in years) Salary in ('000 Rs.)	0—20	20—40	40—60
40—55	6	9	15
25—40	4	40	8
10—25	10	5	3

- (a) Calculate the coefficient of correlation and explain its relevance. 7
- (b) Find the two regression equations for age of employees on their salaries and vice versa. 7

**M.B.A. (Semester—II) Examination**

**RESEARCH METHDOLOGY**

**Paper—MBA/202**

Time—Three Hours] [Maximum Marks : 70

- Note :— (1) Attempt ALL questions.  
(2) Figures to the right indicate marks.  
(3) Use of calculator/scientific calculator is permitted.

**SECTION—A**

1. (a) What do you mean by descriptive and exploratory research design ? Discuss the research methods used for descriptive and exploratory research. 14

**OR**

- (b) What do you mean by research agency ? Discuss the role and functions of research agency for conducting research. 14

**SECTION—B**

2. (a) How does applied research is useful for solving industrial and business problems ? 7
- (b) An untrained researcher is carrying out certain research studies that can be warranted for questions and objectionable research results. As an upcoming research professional, how you will guide such researches for more effective and authentic research work ? 7

**OR**



- (c) How to incorporate scientific research methods while conducting research studies ? 7
- (d) It was identified on the basis of various studies that people belonging to various circle of the society having lack of attitude toward their health, that gives rise to further medical problems. As a research professional, you are required to prepare the statement of the research problem and develop the working hypothesis. 7
- 3 (a) How does schedules differ from questionnaires ? 7
- (b) A local entrepreneur in your area is looking for an opportunity to start a small-scale/cottage industry. You are required to suggest the effective sources of information to an entrepreneur to collect some data. 7

**OR**

- (c) "Maintaining the desired degree of accuracy in data collection is a major task for the researchers." Elucidate. 7
- (d) Amravati based machine manufacturer wants to start an export business and facing difficulties in collecting export data. You are required to suggest the modern tools of data collection to the manufacturer. 7

4. (a) How does motivational research techniques useful to the marketers ? 7
- (b) One of the NGO wants to conduct a survey research to study the smoking habits among the masses and mistakenly asked a question "Don't you smoke everyday ?" with responses yes or no in a questionnaire. How you will avoid negation in this question by using appropriate attitude measurement scales ? 7

**OR**

- (a) Define and explain the following with suitable examples :  
(i) Universe  
(ii) Population  
(iii) Sample. 7
- (b) A leading FMCG firm wants to enter in soft-drink market and study the consumer preferences of soft drinks. After collecting the relevant data using survey method, a firm wants to analyze the data.  
By assuming suitable data, apply the statistical techniques like measures of control tendency, dispersion and skewness. 7