

**AU-1597**

**M.B.A. Semester-II Examination**  
**RESEARCH METHODOLOGY**  
**Paper-MBA/202**

Time : Three Hours]

[Maximum Marks : 70

- N.B. :-** (1) Attempt all questions.  
(2) Figures to the right indicate marks.  
(3) Use of scientific calculator is permitted.

**SECTION—A**

1. (a) How would you distinguish management decision problem and a management research problem ? Explain and illustrate with example. 14

**OR**

- (b) How informations are important in research ? Discuss the value and cost of information. 14

**SECTION—B**

2. (a) How would you define research design ? What are the significant elements of research design ? Explain. 7  
(b) University offering number of postgraduate courses like M.Com., M.B.A. and M.C.A. Though any kind of education qualification enhances one's personality, still we believe that the two year MBA program has a slow and steady impact on personality development. You as a research executive recommend the research design to make the selection of one out of given three courses. How will you do it ? 7

**OR**

- (c) "Even though exploratory research design are lowest in terms of accuracy of findings, but no research can be carried out without it". Discuss. 7  
(d) To examine the effectiveness of the diet drink on weight reduction, a sample of respondents is selected at random. The respondents are then divided into two groups. The weights of the members of each group is noted periodically for next three months. For the next two months the members of one group are given the diet drink. The weights of the members of both the groups are taken weekly for the next two months. Discuss the purpose of the experiment and identify the dependent and independent variables. 7

3. (a) What is the observation method of data collection ? Discuss different types of observation methods available to researcher. 7
- (b) Children is the Focus group and targeted by P & G, Pepsodent and Colgate to sell their products. You have been assigned the task of carrying out focused group discussion. How would you like to conduct it ? Also design format of discussion. 7

OR

- (c) What is the difference between questionnaire and schedule ? How and when data is collected through schedule ? 7
- (d) Rainbow Seven is a regional brand of water which shares a fairly stable market for the past few years. The manager wants to increase the brands market share. For this company wanted to conduct short study to know the perception about Rainbow Seven as compared with the new brands available today. Design the structured questionnaire for this purpose. 7

## SECTION—C

4. (a) What are different types of measurement scales ? Discuss Nominal scale of measurement in detail. 7
- (b) Discuss the applications of rating scales in various functional areas of management. 7

OR

- (c) What is the need of sampling ? Discuss quota sampling in detail. 7
- (d) Discuss the difference between stratified sampling and cluster sampling. 7

## SECTION—D

5. A company is interested in considering two different TV advertisements for the promotion of a new product. The management believes that the advertisement A is more effective than advertisement B. Two test market areas with virtually identical consumer characteristics are selected. Advertisement A is used in one area and advertisement B in the other area. In a random sample of 60 consumers who saw advertisement A, 18 tried the product. In a random sample of 100 customers who saw advertisement B, 22 tried the product.

**Questions :**

- (1) Write the null hypothesis and alternate hypothesis. 3
- (2) With 5% level of significance, find out whether advertisement A is more effective than advertisement B. 8
- (3) Draw the normal distribution chart showing acceptance and rejection areas. 3