

AT-1405

**M.B.A. (Semester-II) Examination
RESEARCH METHODOLOGY
PAPER—MBA-202**

Time : Three Hours]

[Maximum Marks : 70

Note :— (1) Attempt all questions.

(2) Figures to the right indicate marks.

(3) Use of Scientific Calculator is permitted.

SECTION—A

1. (a) What do you mean by a Research Problem ? Discuss the steps involved in problem Definition in research. 14

OR

(b) What is hypothesis ? Distinguish between :

(i) Null hypothesis and Alternative Hypothesis

(ii) One tailed and two tailed test

(iii) Type I error and Type II error. 14

SECTION—B

2. (a) Enumerate any two major sources of collecting secondary data, with its merits and demerits. 7

(b) Give the most suitable method of collecting data for conducting enquiry regarding child welfare programme in India. 7

OR

(c) Give merits and limitations of the observation method in collecting data. Give suitable example. 7

(d) A Consumer Panel is essentially a sample of Consumers who are interviewed repeatedly over a period of time. A 'Continuing Consumer Panel' is often set up for an indefinite period with a view to collect data on a particular aspect of consumer behaviour. Most of such panels need to be maintained over a period of time. What modern tools of data collection you like to recommend to maintain such panels, and 'how will your consumers be motivated for participation ? 7

3. (a) Explain the criteria of selecting a sampling procedure. 7
(b) Design a suitable Likert Scale for testing preference of four brands of beauty creams namely Garnier, Lorel, Lakme and Himalaya. 7

OR

- (c) Discuss merits and demerits of "Rating Vs Ranking Scales". 7
(d) Given is the number of departmental stores in 10 cities : 35, 27, 24, 32, 42, 30, 34, 40, 29 and 38. If asked to select a sample of 15 stores using cities as clusters and selecting within clusters proportional to size, how you like to select stores from each city ? 7

SECTION—C

4. (a) Explain organisational structure of Research Agency, explaining roles and responsibilities of each functional area. 7
(b) Explain the complete process of research with the help of flow chart. 7

OR

- (c) Explain the importance of Exploratory research. 7
(d) Elaborate any two Governmental Research agencies working for collection of data from Indian Population on economic aspects. 7

SECTION—D

5. A financial analyst has gathered the following data about the relationship between income and investment in securities of 10 randomly selected families.

Sr. No.	Income	Percent Invested in Securities
1	10	35
2	12	30
3	10	35
4	25	20
5	45	30
6	38	20
7	20	22
8	28	39
9	22	25
10	24	32

Develop an estimating equation.

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