

**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) "Interpretation is an art of drawing inferences depending upon the skills of researcher". Elucidate the given statement explaining the techniques of interpretation. Give suitable examples. 14

**OR**

- (b) Explain interview as a technique of data collection. Explain the difference between collection of data through questionnaire and schedules. 14

**SECTION—B**

2. (a) Explain meaning and significance of research design. 7  
(b) Discuss criteria of selection of research agency for a firm, planning to conduct a research on investment pattern of an individual. A firm has a customer base spread across India. 7

**OR**

- (c) Explain and illustrate factorial research design. 7  
(d) Rajasthan is known for its world famous tourist spots. State's Commissioner of Tourism is concerned with negative effects on tourism of solid waste garbage in parks, recreation areas, and on tourist spots. State is in process of coming up with law, banning sale of throw-away bottles, cans for soft drink and other drinks. What information would the Commissioner need to show that such a problem does exist ? What research design could be used for the said research ? 7

3. (a) Discuss any two scales of attitude measurement. 7  
(b) In what circumstance would you recommend :  
(i) Non-probability sampling  
(ii) Probability sampling  
(iii) Cluster sampling ?

Justify your answer. 7

**OR**

- (c) Discuss in detail any one motivational research technique. Give suitable example. 7
- (d) The average monthly expenditure of telephone bills for a sample of 200 families is Rs. 1,500. Assuming standard deviation of bill of all families is Rs. 250, construct a 95 percent confidence interval estimate of actual mean monthly expenditure of telephone bills. 7

#### SECTION—C

- 4. (a) Elaborate with suitable example, how research objectives are helpful in research work ? 7
- (b) What is hypothesis formulation ? 7

#### OR

- (c) What is research problem ? Define the main issues which should receive the attention of the researcher in formulating the research problem. 7
- (d) Elaborate importance of extensive literature survey for any research work. Give suitable examples to elucidate your points. 7

#### SECTION—D

- 5. ABC Research Consultants Inc. is a world renowned research agency, in the business of consumer research from last 50 years. Consultancy has customers from diversified areas like Government, Corporate, Research Scientist, Local Government and other. Consultancy prepare a databases on consumer consumption pattern on different product categories and other such researches. These databases and other research work is used by different clients from different segments for varied purpose. Consultancy prepares a research report in standard format, which is put on sale for these clients.

The manager of consultancy firm however see that excellent research is sometimes wasted because research workers did not prepare a good research report. One common cause of this failure is that the writers did not consider the wants and needs of relevant customer/client. Frequently researcher use technical terms and terms out a report that is over the heads of their customers/clients. He is of the opinion that writers should use honest salesmanship to put over the results of their research work. So he is emphasizing effective report writing to grow the business of consultancy.

#### Questions :

- (a) In what way(s) will be the nature of the intended customer influence the type of report prepared for a research report ? Justify. 5
- (b) Is it necessary that research report should contain all of the information and data obtained in the process ? Discuss and justify 5
- (c) Is it necessary to state the limitations of the study ? Explain. 4