

**M.B.A. (GEN.) (2012 Course) / M.B.A. (IT) (2012 COURSE) Semester
II / M.B.A. (FM) Semester - II (2013 COURSE)(CHOICE BASED
CREDIT SYSTEM) : SUMMER - 2019
SUBJECT : RESEARCH METHODOLOGY**

Day : Wednesday
Date : 24/04/2019

S-2019-2247

Time : 02.00 PM TO 05.00 PM
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section – I.
 - 2) Attempt any **TWO** questions from Section – II.
 - 3) Answers to both the sections should be written in *SAME* answer book.
 - 4) Figures to the right indicate **FULL** marks.
-

SECTION – I

- Q.1** Discuss primary sources of Data Collection with suitable examples. (15)
- Q.2** What is research design? Explain its characteristics. (15)
- Q.3** Discuss the qualities of a good researcher. (15)
- Q.4** What is the importance of processing of data? Explain steps in processing. (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Format of report
 - b) Techniques of interpretation
 - c) Use of secondary data
 - d) Pilot surveys

SECTION – II

- Q.6** Discuss use of Information Technology in research with suitable examples. (20)
- Q.7** Explain use of statistical tools and techniques for research and data analysis by citing examples. (20)
- Q.8** What is research? Discuss applications and importance of research in managerial decision making. (20)

* * *