M.B.A. (GEN.) SEM–II / M.B.A.(HR) SEM–II (2016 Course) CBCS :
SUMMER - 2019   .TION
SUBJECT: RESEARCH METHODOLOGY

Day: Wednesday	**S-2019-2192**	Time: 02.00 PM TO 05.00 PM
Date: 24/04/2019		Max. Marks: 60

N.B.:

1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
3) Answers to Both the sections to be written in ! $S Hm$ Canswer books
4) Draw a labeled diagram WHEREVER necessary

SECTION - 01

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)
    Differentiate between pure and applied research giving suitable illustrations.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)
    Explain the term "Exploratory research" and its importance. Give suitable illustrations.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)
    What are the secondary data sources? Discuss what precautions should be taken while using data from secondary sources?

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)
    Discuss in detail the importance of Information Technology for the conduct of research.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)
    a)   Pilot surveys
    b)   Survey method
    c)   Interpretation of results

SECTION - 02

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)
    A leading bank is interested in identifying the different dimensions of internet banking usage by bank customers in India. Prepare an outline of research plan both for the users and non-users to find the information regarding the nature of usage and also reasons for not using internet banking (from non-users) covering the following points:
    a) The key objectives of the study
    b) The sampling plan
    c) The tentative questionnaire
    d) The operational design of the study.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

An electronics manufacturer has completed a market survey studying the consumer perceptions of quality for the firm's various products. Part of the data shows the following:

Product	Rating		
	Superior	Average	Inferior
Radio	30	40	5
Stereo	10	20	15
Color TV	10	40	10
BW TV	30	20	10

Does the above result indicate that consumer rating and product are independent? Test using Chi-Square statistic at 5% level of significance.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

What is primary data? Explain various primary data sources in brief.

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