

S.D.E.
M.B.A. (E) SEM-III (2 Year Course) : SUMMER - 2019
SUBJECT : RESEARCH METHODOLOGY

Day : Monday
Date : 13/05/2019

S-2019-5205

Time : 10.00 AM TO 1.00 PM
Max. Marks : 70

N.B.

- 1) Attempt any **FOUR** questions from Section – I. Each question carries 10 marks.
- 2) Attempt any **TWO** questions from Section – II. Each question carries 15 marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** Explain different levels of measurement scales with suitable example.
- Q.2** Discuss the steps involved in writing a good research report. Give the format of a good research report.
- Q.3.** Discuss interview as a technique of data collection. Explain the different types of interviews used for collecting data in research.
- Q.4** What is the meaning of Hypothesis? Describe the procedure for conducting hypothesis test.
- Q.5** Write short notes on any **TWO**:
- a) Research in Management
 - b) Processing of data
 - c) Sampling

SECTION – II

- Q.6** Design a suitable questionnaire to collect feedback of customers on different facilities available at a shopping mall.
- Q.7** Explain the five measures of central tendency with suitable examples.
- Q.8** For the following data, use χ^2 -test and conclude whether vaccination is effective in preventing typhoid:

	Affected	Not Affected
Vaccinate	81	469
Not vaccinated	185	1315

(Given for $\nu = 1$, $\chi_{0.05}^2 = 3.84$)

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