

**M.B.A. (HR) SEMESTER - II (2012 COURSE)(CHOICE BASED
CREDIT SYSTEM) : SUMMER - 2018
SUBJECT: BASICS OF RESEARCH METHODOLOGY**

Day : **Friday**
Date : **04/05/2018**

S-2018-1953

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

N.B.

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

SECTION - I

- Q.1** How does a researcher select a research problem? Explain the characteristics of a good research problem. (15)
- Q.2** Discuss what factors may be considered by a researcher while selecting a suitable method for collecting data. Give illustrations. (15)
- Q.3** Distinguish between Questionnaire and Schedule method of data collection. (15)
- Q.4** What is the significance of a research design? Explain the different types of research designs. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- a) Pilot surveys
 - b) Secondary data sources
 - c) Classification and tabulation
 - d) Qualities of a good researcher

SECTION – II

- Q.6** A dealer of a car showroom is interested in finding out the general experience of a customer on his visit to the showroom. Design a suitable research plan for the study and also draft a questionnaire to collect information from the customer about the aspects such as purpose of visit, staff interaction, query handling general environment etc. Make necessary assumptions. (20)
- Q.7** Explain the probability and non-probability sampling techniques giving suitable illustrations. (20)
- Q.8** What is the importance of drafting a research report? What precaution will you take while writing the research report? Also, mention the format of a good research report. (20)

* * *