

(Gen)  
**M.B.A. SEM-II / M.B.A.(HR) SEM-II (2016 COURSE) CBCS :**  
**SUMMER - 2018**  
**SUBJECT : RESEARCH METHODOLOGY**

Day : **Thursday**  
Date : **03/05/2018**

Time **02.00 PM TO 05.00 PM**  
Max. Marks : 60

**S-2018-1815**

**N.B.**

- 1) Attempt any **THREE** 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 **SEPARATE** answer book.

**SECTION – I**

- Q.1** Discuss the importance of a research design in research? Explain the different types of research designs. (10)
- Q.2** Discuss the merits and limitations of questionnaire method of data collection. (10)
- Q.3** What is a research hypothesis? What are the qualities of a good hypothesis? (10)
- Q.4** Explain the significance of research in modern times. (10)
- Q.5** Write short notes on **ANY TWO**: (10)
- a) Pilot surveys
  - b) Rating and ranking scales
  - c) Importance of sampling
  - d) Qualities of a good researcher

**SECTION – II**

- Q.6** What is a research report? What precautions should be taken while drafting a research report? State the structure of a good research report. (15)
- Q.7** A leading e-retailer (competitor of Flip Kart) wants to know the feedback of its customers regarding their online shopping experience. You, as a researcher are approached to conduct the same. Briefly mention, what steps will you take? Consider the details about site access, booking process, difficulties faced, product delivery etc. (15)
- Q.8** The data on a survey on satisfaction of shoppers at a shopping mall is as follows: (15)

Satisfied	Male Shoppers	Female Shoppers
Yes	210	320
No	70	400

Test whether the two attributes are related? Use chi-square test.

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