

**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 - 2018**

**SUBJECT : RESEARCH METHODOLOGY**

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

**S-2018-1870**

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

**N.B.**

- 1) Solve 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 in the **SAME** answer book.
- 4) Statistical Tables will be provided if necessary.

**SECTION – I**

- Q.1** How does a research problem originate? Explain the steps involved in formulating a research problem. **(15)**
- Q.2** What is the significance of a Research Design? Discuss the important components of a research design. **(15)**
- Q.3** Distinguish between primary and secondary sources of data. **(15)**
- Q.4** Define a ‘Research Hypothesis’ and state the characteristics of a good hypothesis. **(15)**
- Q.5** Write short notes on **ANY THREE**: **(15)**
- a) Review of literature
  - b) Sources of errors in measurement
  - c) Non-probability sampling
  - d) Use of Information Technology for research

**SECTION – II**

- Q.6** How is a research report important? Explain the precautions to be taken while drafting a Research Report. **(20)**
- Q.7** Radio cabs are offering their services all over the town. Cab companies are interested to know in detail about issues faced by customers - like down loading the App or directly contacting the vendors, nature and quality of the services etc. You are required to write down specific objectives and plan for the given study. Also design a suitable questionnaire to support your research plan. **(20)**
- Q.8** A researcher is interested to know whether age of a person and desire to travel abroad are related. He found the following details: **(20)**

Desire to Travel Abroad	Age	
	Less than 45	45 and above
Yes	39	41
No	62	48

Test whether there is association between age and desire to travel abroad?  
Use Chi-square test.

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