

S.D.E.

M.B.A. SEM-II (2013 COURSE) : SUMMER - 2018

SUBJECT: RESEARCH METHODOLOGY

Day : Wednesday

Date : 27/06/2018

S-2018-4389

Time : 02.00 PM TO 05.00 PM

Max. Marks : 70

N.B.

- 1) Attempt **ANY THREE** 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 **SEPARATE** answer books.

SECTION – I

- Q.1 Define the term 'research'. Discuss the nature and scope of research. (14)
- Q.2 Explain the term probability sampling? Discuss any two probability sampling techniques in detail giving merits and demerits. (14)
- Q.3 What is primary data? Explain the advantages and disadvantages of primary data over secondary data. (14)
- Q.4 Explain in brief analysis of data. Discuss any two statistical tools for analysis of data. (14)
- Q.5 Write short notes on **ANY TWO**: (14)
- a) Secondary data
 - b) Steps in report writing
 - c) Precautions in Interpretation of data
 - d) Quota sampling

SECTION – II

- Q.6 A leading bank intends to evaluate the effectiveness and of its service to customers. Mention the steps that should be taken. Prepare a plan for this study giving details about the population, sample, data collection methods questionnaire etc. (14)
- Q.7 What is exploratory research? Explain the importance of exploratory research giving suitable illustrations.. (14)
- Q.8 Discuss when observation method is useful for collecting data? What are important aspects to be considered for using observation method? (14)

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