

S.D.E.

M.B.A. (E) SEM-III (2 YEAR COURSE) : SUMMER - 2018

SUBJECT : RESEARCH METHODOLOGY

Day : **Tuesday**
Date : **29/05/2018**

S-2018-4568

Time : **10.00 A.M. TO 01.00 P.M.**
Max. Marks : 70

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.
- 4) Use of non programmable scientific **CALCULATOR** is allowed.

SECTION - I

- Q.1** Explain the meaning and significance of a research design. (10)
- Q.2** What is the importance of sampling in research? Discuss any two sampling techniques giving suitable illustrations. (10)
- Q.3** Discuss the steps involved in processing of data. (10)
- Q.4** Define 'hypothesis'. What are the characteristics of a good hypothesis? (10)
- Q.5** Write short notes on **ANY THREE** of the following: (10)
- a) Chi-square test
 - b) Survey method
 - c) Exploratory research
 - d) Pilot surveys

SECTION – II

- Q.6** The Employment bureau located in a city received applications for registration. Data according to gender and level of education are as under. (15)

Education level	Male	Female
Undergraduate	80	60
Graduate	120	70
Post Graduate	70	100

Do the data provide enough evidence to indicate that the level of education is related to gender? Use Chi-square test.

- Q.7** A builder wants to find out the flat owners' preference and needs for including additional features in their housing society. What suggestions would you give for carrying out the above flat-owner survey? Draft the research design for the above study. (15)
- Q.8** Discuss the use of computers in research. (15)

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