

S.D.E.

M.B.A. (E) SEM-III (2 Year Course) : WINTER - 2018  
SUBJECT : RESEARCH METHODOLOGY

Day : Tuesday  
Date : 04/12/2018

W-2018-4744

Time : 10.00 AM TO 1.00 PM  
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 Define the term 'Research'. Discuss the role of research in business, management and society. (10)
- Q.2 Explain the sources of error in measurement giving suitable illustrations. (10)
- Q.3 What is a 'Research Hypothesis'? Explain the procedure involved in testing of hypothesis. (10)
- Q.4 How sampling important in research? Give illustrations (10)
- Q.5 Write short notes on **ANY THREE** of the following: (10)
- a) Non-probability sampling
  - b) Classification and tabulation
  - c) Format of a research report
  - d) Questionnaire method

SECTION – II

- Q.6 For the following data: (15)

Supplier	Quality of Part		
	Good	Minor Defect	Major Defect
A	9	7	7
B	17	18	7
C	13	6	7

Using Chi-square test, test the relationship between supplier and quality of parts supplied.

- Q.7 A leading newspaper company wants to find out the readers' preferences and needs for including additional features in their daily newspaper. What suggestions would you give for carrying out the above reader survey? Outline the research design for the above study. (15)
- Q.8 What is exploratory research? How is it important? (15)

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