

S.D.E.

M.B.A. (E) SEM-III (2 YEAR COURSE) : WINTER - 2017

SUBJECT : RESEARCH METHODOLOGY

Day : Tuesday  
Date : 19/12/2017

W-2017-4377

Time : 10:00 A.M. TO 1:00 P.M.  
Max. Marks : 70

N. B. :

- 1) Attempt ANY FOUR questions from section I
- 2) Attempt ANY TWO questions from section II
- 3) Answer to both the SECTION should be written in SEPARATE answer books.

SECTION - I

- Q. 1 Describe the steps involved in research process. (10)
- Q. 2 What are the general rules for designing a good questionnaire? (10)
- Q. 3 What are the different types of research design? Give one example for each type of research design. (10)
- Q. 4 Discuss the various methods of collecting primary data, giving suitable illustrations. (10)
- Q. 5 Write short notes on ANY TWO of the following: (10)
- a) Limitations of market research
  - b) Analysis of data
  - c) Role of computers in research

SECTION - II

- Q. 6 One Ice cream Company in India wants to set up various soft cones vending machines at various shopping malls and other shopping places. The USP of the ice cream is that it is less sweet, low calories and yet very thick and creamy. They have 5 flavors - Vanilla, Dark Coca, Coffee, Butterscotch and Strawberry. They also have unique real fruit flavors in Orange, Kiwi, Black Current and Mix fruit. (15)
- Before they launch the ice cream, they need to know the test preferences, buyers behaviors towards just spending power and frequency of eating ice cream. The ice cream is targeted to health conscious customers.
- Questions:**
- a) Explain the research process in above case.
  - b) As a researcher which research design would you use? Justify your answer.
- Q. 7 Enumerate the role of research in various functional areas of business management. (15)
- Q. 8 Explain in detail the processing and analysis of data. (15)

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