

S.D.E.

M.B.A. SEM-III (2010 COURSE)(3 YEAR COURSE) :
WINTER - 2017

SUBJECT: RESEARCH METHODOLOGY

Day: Saturday
Date: 23/12/2017

W-2017-4269

Time: 10.00 A.M. TO 1.00 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) Both the sections should be written in **SEPARATE** answer books.
- 4) Statistical tables will be provided if **NECESSARY**.
- 5) Use of non- programmable **CALCULATORS** is allowed.

SECTION-I

- Q.1 Briefly describe the different steps involved in the Research Process. (10)
- Q.2 What is sampling? Explain in detail, probability sampling Techniques and their applications. (10)
- Q.3 Explain the procedure for testing of hypothesis. (10)
- Q.4 Distinguish between primary data and secondary data. Give suitable illustrations. (10)
- Q.5 Write short notes on **ANY TWO**: (10)
- a) Sources of error in measurement
 - b) Interpretation of Data
 - c) Importance of computers in Research
 - d) Qualities of a good hypothesis

SECTION-II

- Q.6 A dealer of a car showroom is interested in finding out the general experience of a customer on his visit to the showroom. Design a suitable plan for the study and also draft a questionnaire to collect information from the customer about the aspects such as purpose of visit, staff interaction, query, handling, general environment etc. Make necessary assumptions. (15)
- Q.7 Given the following information by Supervisor regarding the workers at a factory (15)

Skill level	Men	Women
High	325	224
Low	125	126

Test using Chi-Square test whether Gender and level of skill among workers are independent? (Given $X^2_{0.05} = 3.841$, d.f.= 1)

- Q.8 Calculate mean, median and mode from the following data: (15)

Marks in marketing	0-25	25-50	50-75	75-100
No of students	4	17	26	13

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