

MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)
M.B.A. Sem - II : WINTER : 2021
SUBJECT: RESEARCH METHODOLOGY

Day : Monday
Date : 17-01-2022

W-15401-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections to be written in SEPARATE answer books
- 4) Draw a labeled diagram WHEREVER necessary

SECTION - 01

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

Explain how research is useful to a manager for decision making?

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

Discuss the need for research design. What are the features of a good research design?

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

Explain clearly, the stratified and quota sampling methods. Also, specify when can be used?

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

How are the statistical software packages used in research? Elaborate.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Validity and reliability
- b) Observation method
- c) Research report and its importance.

SECTION - 02

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

Shyam Tuli is a vendor of computerized management information systems and supplies the software EXCELBIZ - which is a software solution for small to mid-sized businesses to help automate and manage their activities. Shyam has over 2000 customers in the whole of Maharashtra. In order to improve the overall performance of the software, he has approached you for carrying out a survey on the implementation and feedback of this system. The information desired is from the users of this software regarding the implementation issues, the pattern of usage, the modules used, the problems faced, the price, the training needs etc. Prepare a research design on the following points :

- a) The key objectives of the study
- b) The sampling plan
- c) The tentative questionnaire
- d) The operational design of the study.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Data collected on the awareness levels of bank employees regarding the losses due to fraud in the previous year by their bank are as follows:

Category of Employees	Awareness		
	High	Medium	Low
Senior Level employees	7	17	22
Junior Level employees	10	82	115

Using Chi-Square test at 5% level of significance, can it be concluded that awareness regarding bank frauds and category of employees are independent?

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

How is sampling important in research? Explain the different sampling techniques giving suitable illustrations.
