MBA
Second Semester
Methodology of Business Research
(MBA- 12)

uration: 3Hrs.   Full Marks: 70

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.   **Marks: 50**

1. Answer any five questions.   5x2 = 10

a. Distinguish between Descriptive versus Analytical research.
b. What do you mean by census of a population?
c. Distinguish between Descriptive versus Analytical research.
d. What do you mean by measures of central tendency?
e. Distinguish between Library research and field research.
f. Distinguish between Field research and Laboratory research.
g. What do you mean by sampling error?

2. Answer any five questions   5x3 = 15

a. The different techniques used under applied and fundamental research.
b. What is the special significance of research in solving operational and planning problems of business and industry.
c. What are the different methods of collection of data?
d. The following are the number of departmental stores in 15 cities: 35, 17, 10, 32, 70, 28, 26, 19, 26, 66, 37, 44, 33, 29 and 28. If we want to select a sample of 10 stores, using cities as clusters proportional to size, how many stores from each city should be chosen? (Using a starting point of 10)
e. What are the characteristics of a good sample design?
f. What is correlation coefficient. How it is used in Research?
g. What are the different tests should be done to obtain sound measurement? Discuss briefly.

Research

3. Answer any five.   5x5 = 25

a. Explain clearly the significance of research
b. The different aspects of field research
c. What is meant by research methodology?
d. What do you mean by standard error of sample distribution? Describe the utility of the standard error in research methodology.
e. In a random selection of 64 of the 2400 intersections in a small city, the mean number of scoter accidents per year was 3.2 and the sample standard deviation was 0.8

  i) Make an estimate of the standard deviation of the population from the sample standard deviation.
  ii) Work out standard error of mean of this finite population.
  iii) If the desired confidence level is .90, what will be the upper and lower limits of the confidence interval for the mean number of accidents per intersection per year.

f. A sample of 400 male students is found who have a mean height 67.47 inches. Can it be reasonably regarded as a sample from a large population with mean height 67.39 inches and standard deviation 1.30 inches? Test at 5% level of significances.
g. Give a general outline of a popular report.

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(The figures in the margin indicate full marks for the questions)

Duration: 20 minutes   Marks – 20

(PART A- Objective)

Time: 20 mins   Total Marks: 20

Attempt all the questions. One mark for each question. Each question has four alternatives, choose the correct alternative.

1. By research activity, we mean,
   a. search for knowledge.   b. invention.   c. discovery.   d. reprint.

2. Library research involves,
   a. recording of notes.   b. analysis of documents.
   c. Statistical compilation to draw conclusion   d .all of the above.

3. A hypothesis is
   a. a set of statements.   b. a thesis   c. a reward   d. a problem

4. Deliberate sampling is.
   a. purposive sampling   b. random sampling
   c. stratified sampling.   d. systemic Sampling.

5. A good research is characterized by
   a.systemic approach.   b. logical approach
   c. based on empirical data.   d. all of the above.

6. A concept which can take on different quantitative values is called a _____.
   a. number.   b. variable   c. hypothesis.   d .none of the above.

7.__scale is simply a system of assigning number symbols to events in order to label them.
   a. ordinal   b. nominal   c. interval   d. all of the above

8. _____ is the simplest measure of dispersion and is defined as the difference between the
   values of the extreme items of a series.
   a. mean   b. GM   c. range   d. none of these

9. Sound measurement must meet the tests of _____ , reliability and practicality.
   a. validity   b. measurability   c. differentiability   d. None of these

Research

10. The data which have already been collected by someone else and which have already been passed through the statistical process is known as-
    a. primary data   b. secondary data   c. both a) & b)   d none of these.

11. If the observation takes place in the natural setting, it may be termed as
    a. controlled observation   b. uncontrolled observation
    c. spontaneous occurrence   d. none of these

12. _____ interview is meant to focus attention on the given experience of the respondent and its effects.
    a. clinical   b. focused   c. directive   d. none of these

13. The process of examining the collected raw data to detect errors and omission and to correct these is known as
    a. editing   b. coding   c. classification   d. none of these

14. The analysis which studies the joint variation of two or more variables for determining the amount of correlation between two variables is known as
    a. correlation analysis   b. regression analysis
    c. casual analysis   d. none of these.

15. _____ is the value of the middle item of series when it is arranged in ascending or descending order of magnitude.
    a. mean   b. media   c. mode   d.none

16. The analysis which is adopted when the researcher has a single dependent variable which is presumed to be a function of two or more independent variables is known as
    a. multiple discriminate analysis   b. multiple regression analysis
    c. multi-ANOVA   d. none of these

17. Chi-square is an important _____ test and as such no rigid assumptions are necessary in respect of the type of population.
    a. parametric   b. non-parametric variable   c. both a) & b)   d. none of these

18. Computer based analysis may not prove _____ in case of small projects
    a. economical   b. time saving   c. reliable   d.none of these

19. An arithmetic concept which uses two levels, instead of ten, but operates on the same logic is called
    a. decimal system   b. binary system   c. logical   d. none of these

20. Preliminary pages of research report should contains a_____ followed by "Acknowledgements" in the form of "Preface" or "Foreword".
    a. title and date   b. table of contents
    c. list of tables and illustration.   d. none of these.

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