



Printed Pages : 7

MBA – 023

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7112

Roll No.

M. B. A.

(SEM. **IV**) EXAMINATION, 2008-09

RESEARCH METHODOLOGY



Time : 3 Hours]

[Total Marks 100]

- Note :**
- (1) The question paper contains three parts.
 - (2) All questions are **compulsory**.
 - (3) The figures given on the right hand side indicate marks.

PART - I

- 1 Attempt **all twenty** parts of the following, $1 \times 20 = 20$
Choose the correct answer and write its serial order in the answer book :
- (a) When facts are acquired through observations, which one of the following method is used for drawing conclusions:
 - (i) Induction
 - (ii) Deduction
 - (iii) Empirical
 - (iv) Logical
 - (b) Which one of the following is not a type of research?
 - (i) Causal
 - (ii) Predictive
 - (iii) Exploratory
 - (iv) Descriptive

7112]



1

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- (c) Which one of the following is the most essential element of the process of research?
- (i) Recommendations
 - (ii) Sampling Design
 - (iii) Problem perception
 - (iv) Research Design
- (d) Which of the following is not true about Research Design?
- (i) What do I really want to answer through my research?
 - (ii) Determination of objectives of research
 - (iii) Overall strategy to get the information wanted
 - (iv) Overall plan relating the conceptual research problem to a doable empirical research.
- (e) Which one of the following is a non-probability sampling?
- (i) Stratified sampling
 - (ii) Systematic sampling
 - (iii) Convenience sampling
 - (iv) Cluster sampling
- (f) Which one of the following is not a method of data collection ?
- (i) Problem Representation
 - (ii) Questionnaire
 - (iii) Observation
 - (iv) Activity Sampling
- (g) Which one is true about double barrelled questions being asked in a questionnaire?
- (i) Useful in knowing the true perception of the respondent
 - (ii) Cannot be avoided sometimes
 - (iii) Should always be avoided
 - (iv) Should be always encouraged

- (h) A good question puts pressure on the know-how, memory, and willingness of the respondent,
- (i) True
 - (ii) False
- (i) Missing responses of a questionnaire can be dealt with in which one of the following ways -
- (i) Substitute a neutral value
 - (ii) Substitute an imputed response
 - (iii) Delete the Case
 - (iv) All of the above
- (j) Which one of the following is a statistical tool / software used in data analysis:
- (i) SPSS
 - (ii) MS-Word
 - (iii) Coral draw
 - (iv) ETOP
- (k) Which one of the following is not a measure of Central Tendency ?
- (i) 50th Percentile
 - (ii) Median
 - (iii) Co-variance
 - (iv) Mode
- (l) Coefficient of variation can be computed in which one of the following types of measurements:
- (i) Ordinal
 - (ii) Interval
 - (iii) Ratio
 - (iv) None of these



- (m) Which one of the following describes a pie chart?
- A graphical depiction that makes use of small pictures or symbols to display the data.
 - A chart that connects a series of data points using continuous lines
 - A set of line charts in which the data are successively aggregated over the series.
 - None of the above
- (n) Relative frequencies can never be greater than 1. True / False
- (o) What is full form of acronym KISS which is used as a principle of report presentation?
- Keep it straight and short
 - Know it straight and simple
 - Keep it short and simple
 - Keep in sequence and short
- (p) Which one of the following is not a method of graphical display of information?
- Stratum Chart
 - Pictograph
 - Stem and Leaf display
 - Line chart
- (q) Non-sampling error may occur in
- a simple random sample
 - a census
 - either of the above
 - none of the above
- (r) The histogram is constructed using values from the frequency distribution, whereas, the ogive is obtained from the relative frequency distribution. True / False

- (s) Statisticians regard a population census as
- usually unnecessary
 - often a waste of resources
 - all of the above
 - none of the above
- (t) Likert Scale is an example of
- Nominal scale
 - Ordinal scale
 - Interval scale
 - Ratio Scale



PART - II

- 2 The management of a local restaurant wants to determine, the average monthly amount, spent by households in restaurants. Some households in the target market do not spend anything at all whereas other households spend as much as \$ 300 per month. Management wants to be 95 per cent confident of the findings and does not want an error to exceed plus or minus \$ 5. 30
- What sample size should be used to determine the average monthly household expenditure?
 - After the survey was conducted, the average expenditure was found to be \$ 90.30 and the standard deviation was \$ 45. Construct a 95 per cent confidence interval. What can be said about the level of precision?

(Given, 95% area is covered within ± 1.96 Standard deviations in a normal distribution)

OR



2 To determine the effectiveness of the advertising campaign for a new DVD player management would like to know what percentage of the households are aware of the new brand. The advertising agency thinks that this figure is as high as 70 per cent. The management would like a 95 per cent confidence interval and a margin of error not greater than plus or minus 2 percent.

- (a) What sample size should be used for this study?
(b) Suppose that management wanted to be 99 per cent confident but could tolerate an error of plus or minus 3 per cent. How would the sample size change?

(Given 95% area is covered, within ± 1.96 standard deviations in a normal distribution. Also 99% area is covered within ± 2.58 standard deviations in a normal distribution).

PART - III

3 Describe each one of the steps involved in the management research process. $12\frac{1}{2}$

OR

3 Distinguish between the exploratory, conclusive, descriptive, cross-sectional, and longitudinal research designs with the help of examples.

4 Differentiate between internal and external secondary data. What are the advantages and disadvantages of secondary data? $12\frac{1}{2}$

OR

7112]



6

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4 What principles should be followed for designing an ideal questionnaire ?

5 What are the various kinds of charts and diagrams which are used in data analysis ? Distinguish between line chart, bar chart, and histogram. $12\frac{1}{2}$

OR

5 What measures of location are commonly computed? Define and describe each one of them briefly.

6 Describe the following parts of a report: Title page, table of contents, executive summary, problem definition, research design, data analysis, conclusions and recommendations. $12\frac{1}{2}$

OR

6 Describe the guidelines for report writing. What is a pie chart? For what type of information, is it suitable? For what type of information is it not suitable?

7112]



7

[14700]