

CBCS SCHEME

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20MBA23

Second Semester MBA Degree Examination, June/July 2023

Research Methodology

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

- 1 a. Restate the meaning of Research. (03 Marks)
b. Differentiate between exploratory research and conclusive research. (07 Marks)
c. Draw a neat sketch of research process. (10 Marks)
- 2 a. Define Research Design. (03 Marks)
b. Enumerate the process involved in defining research problem. (07 Marks)
c. Discuss the research application in business decisions and mention the features of good research design. (10 Marks)
- 3 a. Write the significance of research design. (03 Marks)
b. Define Descriptive Research. Explain its types. (07 Marks)
c. Summarize the steps involved in preparing research proposal. (10 Marks)
- 4 a. Define Hypothesis. (03 Marks)
b. Enumerate the experimental research design. (07 Marks)
c. Write short notes on :
i) Experience survey ii) Focus group iii) Literature search (10 Marks)
- 5 a. Write the meaning of sampling. (03 Marks)
b. Discuss the types of probability sampling. (07 Marks)
c. Write short notes on :
i) Convenience sampling
ii) Judgmental sampling
iii) Quota Sampling (10 Marks)
- 6 a. Restate the meaning of Questionnaire Design. (03 Marks)
b. Discuss the primary data collection methods. (07 Marks)
c. Summarize the measurement and scaling techniques (Any four). (10 Marks)
- 7 a. Mention the guidelines for effective documentation. (03 Marks)
b. Restate the meaning of Report. Explain its types. (07 Marks)
c. Discuss the steps in Report writing in detail. (10 Marks)
- 8 Case Study (Compulsory) :
a. Design a Questionnaire of your choice topic (Minimum 10 questions). (10 Marks)
b. Describe the steps in designing of a Questionnaire. (10 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.