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

PAPER ID : 7112   Roll No. [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

MBA

(SEM. IV) EVEN SEMESTER THEORY EXAMINATION, 2009-2010

RESEARCH METHODOLOGY

Time : 3 Hours   *Total Marks : 100*

Note : *The question paper contains three parts. All question are compulsory. The figures given in the right hand margin indicate marks.*

PART - A

1. Attempt **all** parts of the following, each part carries **one** mark :   (20x1=20)

    (a) Which one of the following is *not* the step to be accomplished in conducting a research study ?

    (i) Field Work   (ii) Problem Definition

    (iii) Understanding of competitors   (iv) Research Design

    (b) Which one of the following explains the word "hypothesis" in the best possible manner ?

    (i) Research Question   (ii) An unproven statement

    (iii) Analytical model   (iv) Empirical Findings

    (c) Which one of the following explains the word "Primary Data" in the best possible manner ?

    (i) Unbiased and objective data/evidence

    (ii) Data originated by the researcher.

    (iii) Data obtained from exploratory research.

    (iv) Data analyzed by the researcher.

    (d) Which one of the following is true about "Conclusive Research Design" ?

    (i) Is followed by exploratory research.

    (ii) Assists in selecting the best coures of action.

    (iii) Provides insights into and comprehensions of the problem situation confronting the researcher.

    (iv) All of the alternatives (i), (ii) and (iii) above.

(e) Which one of the following statement explains non-sampling error ?

    (i)   The variation between true mean value in the population and the observed mean value.

    (ii)   The variation between the true mean value for the sample and the true mean value of the population.

    (iii)   Error that occurs when some of the respondents included in the sample do not respond.

    (iv)   (i) and (iii) above

(f) Picking up every i^{th} element in succession from the sampling frame is done in which one of the following methods of sampling is :

    (i)   Cluster Sampling   (ii)   Snowball Sampling

    (iii)   Stratified Random Sampling   (iv)   None of the above

(g) Standard Error is explained by which one of the following statements ?

    (i)   Errors usually made in research work.

    (ii)   Significant errors

    (iii)   Standard deviation of the sampling distribution of the mean or proportion.

    (iv)   None of the above

(h) Double barrelled questions are characterized by which one of the following ?

    (i)   A single question that attempts to cover two issues.

    (ii)   A single question asked twice by using different wording.

    (iii)   A single question asked from two respondents.

    (iv)   A method of getting quick replies from respondents.

(i) One way ANOVA (Analysis of Variance) is used to test which one of the following hypothesis ?

    (i)   Population of three or more population are the same.

    (ii)   Means of three or more population are the same.

    (iii)   Variances of three or more population are the same.

    (iv)   None of the above.

(j) Which one of the following is not a measure of dispersion ?

    (i)   Coefficient of Skewness   (ii)   Range

    (iii)   Inter-quartile Range   (iv)   Coefficient of Variation

(k) Which one of the following do not provide graphical display of information ?

    (i)   Stratum Charts   (ii)   Line Charts

    (iii)   Bart Charts and Histograms   (iv)   Contingency Tables

(l) Which one of the following is called as a review of the questionnaire with the objective of increasing accuracy and precision ?

    (i)   Assignment of values to missing responses

    (ii)   Scale Transformations

    (iii)   Data preparation

    (iv)   Editing

(m) Which one of the following is not a part of the report preparation and presentation process ?

    (i)   Problem Definition   (ii)   Research Follow-up

    (iii)   Data Analysis   (iv)   None of the above

(n) Which one of the following is not part of "Tell Them Principle" for structuring presentation of a research report ?

    (i)   Tell them what you are going to tell them.

    (ii)   Tell them

    (iii)   Tell them what you have told them

    (iv)   Tell them the limitations of your research assignment.

(o) Which one of the following is an issue relating to integrity in research work ?

    (i)   Define the research problem in such a manner as to suit hidden agendas.

    (ii)   To make Compromise in research design.

    (iii)   Deliberate misuse of statistics

    (iv)   All of the above

(p) Identify false statement form among the following

    (i) In SPSS, the program REPORT can be used to present results in the desired format.

    (ii) In SPSS, TABLE(S) is particularly suited for formatting data for an on-page presentation.

    (iii) Execl has extensive charting capabilities and through Microsoft office, provides a direct link to word and power point for report preparation and presentation.

    (iv) SPSS stands for Statistical Package for Skilful use of Statistics.

(q) Which one of the following description does not relate to snowball sampling ?

    (i) Initial group of respondents is selected at random. After being interviewed these respondents are asked to identity others who belong to the target population of internet.

    (ii) ..... Subsequent respondents are selected based on referrals. Referrals are obtained from referrals.

    (iii) In snowball sampling the final sample is a non-probability sample.

    (iv) All of the above.

(r) Which one of the following is not the condition to be satisfied before it can be inferred that X is one of the causes of Y ?

    (i) X must precede Y

    (ii) There must be concomitant variation between X and Y. This means that X and Y must vary together in a hypothesized way.

    (iii) Y must precede X

    (iv) Elimination of other possible causal factors.

(s) Which one of the following is not a way to control the role of extraneous variables in desinging an experiment ?

(i) Debriefing   (ii) Statistical Control and Design Control

(iii) Matching   (iv) Randomisation

(t) Which one of the following is a threat to validity in experimental designs ?

(i) History

(ii) Maturation

(iii) Test Effect

(iv) Selection Bias

(v) All of the above

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PART – B   **(1x30=30)**

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2. Consider the following table in which 500 respondents have been classified based on product use and income :

Product Use	Income		
	High	Medium	Low
High	40	30	40
Medium	35	70	60
Low	25	50	150

(a) Does this table indicate concomitant variation between product use and income ?

(b) Describe the relationship between product use and income, based on the table.

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OR

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Identify the type of scale (nominal, ordinal, interval or ratio) being used in each of the following. Explain your reasoning.

(a) I like to solve cross word puzzles :

    Disagree   Agree

         1   2   3   4   5

(b) How old are you ? ....

(c) Rank the following activities in terms of your preference by assigning rank 1 (most preferred) to 5 (least preferred)

    (i) Reading magazines _____

    (ii) Watching Television _____

    (iii) Shopping _____

    (iv) Eating out _____

(d) What is your PAN number ? _____

(e) On an average week day how much time do you spend doing your home work and class assignments ?

    (i) Less than 15 minutes _____

    (ii) 15 to 30 minutes _____

    (iii) 31 to 60 minutes _____

    (iv) 61 to 120 minutes _____

    (v) More than 120 minutes _____

(f) How much money did you spend last month on entertainment ? _____

Suppose each of the questions (a) through (f) was administered to 100 respondents. Identify the kind of analysis that should be done for each question to summarize the results.

PART – C   (4x12½=50)

3. What is the concept of research in management ? Is it different from common sense approach to problem solving ? Give three examples of business problems on which research can be made.

OR

What is a problem audit ? What is the difference between a symptom and a problem ? How can a skillful researcher differentiate between the two and identity a true problem ?

4. What is the difference between primary and secondary data ? Why is it important to obtain secondary data before primary data ?

OR

"Because questionnaire design is an art it is useless to follow a rigid set of guidelines. Rather the process should be left entirely to the creativity and ingenuity of the researcher". Examine the relevance of this statement and give some guidelines on how a good questioinnaire is constructed ?

5. What is measurement ? What are the primary scales of measurement ? Explain each one of them.

OR

What measure of location are commonly computed ? Explain briefly.

6. Describe the process of report preparation. Discuss the importance of objectivity in writing a marketing research report.

OR

Describe the guidelines for report writing. What guidelines should be followed in an oral presentation ?

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