

- 2 a) What is a research problem? What considerations should a researcher keep in mind while formulating a research question? 10
- b) What is experimental research design and ex-post facto research design? Under which situation they are appropriate to use? 10

OR

- 2 a) What is the importance of research in a management decision making? Illustrate your answer with examples. 10
- b) What are the different types of research approaches? Outline criterias of a good research. 10
- 3 a) Data can be collected either by interview methods or by observation method. What is the difference between the two? Which method will produce more quality data and why? 10
- b) Describe different sampling methods available to a researcher along with its advantages and disadvantages. 10

OR

- 3 a) As far as secondary data is available, there is no need to go for expensive and time consuming primary data collection – discuss the above statement with suitable examples. 10
- b) ‘The bigger is the sample size the more will be the accuracy of results’. Discuss the above statement in terms of statistical analysis of samples. 10

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- 4 a) What is factor analysis? What is the basic purpose of factor analysis? What assumptions should be fulfilled to use factor analysis. **10**
- b) Write the steps involved in report writing and elaborate on its importance in effective report writing. **10**

OR

- 4 a) What is the importance of statistics in research measure of asymmetry (skewness)? How can one find skewness and how many kinds of skewness exists? **10**
- b) Importance of graphical and diagrammatic representation in research and their different types. **10**
- 5 Write short notes on any **two** of the following : **10+10=20**
- i) Canonian analysis
 - ii) Attitude measurement scales
 - iii) Scientific and non-scientific methods
 - iv) Time-series analysis