

Printed Pages : 3



MBA023

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

**PAPER ID : 270210**

Roll No.

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**MBA**

EVEN SEM. THEORY EXAMINATION, 2014-15

**RESEARCH METHODOLOGY**

Time : 3 Hours]

[Total Marks : 100

**Note:** Attempt questions from each section as per instructions.

**Section - A**

1 Attempt any four parts of this question **5×4=20**

- (a) Differentiate between Research Methodology and Research Methods.
- (b) Differentiate between census and sample survey.
- (c) What are the advantages of sampling?
- (d) Differentiate between parameter and statistic.
- (e) What do you understand by the coding of data?
- (f) What is Bibliography?

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[ Contd...

## Section - B

**2** Attempt any two parts of this question **15×2=30**

- (a) What is Research? Discuss the application of research in various functional areas of management.
- (b) What is meant by Research Design? Differentiate between exploratory and descriptive research designs.
- (c) Explain the significance of a research report. Also discuss the various steps involved in writing a research report.

## Section - C

Attempt all questions of this section **10×5=50**

**3** Discuss the various practical problems faced by the researcher in India.

**OR**

Describe the various steps involved in the process of Research.

4 Discuss the various principles of experimentation.

**OR**

What are experimental designs? Briefly explain the various informal experimental designs.

5 What is sampling? Differentiate between probability and non-probability sampling methods.

**OR**

What is questionnaire? Explain the procedure of designing a questionnaire.

6 What is Data Processing? Describe various data processing operations.

**OR**

Briefly discuss various kinds of charts and diagrams used in data analysis.

7 Write short notes on **any two** of the following

- (a) Purpose of sampling.
- (b) Sampling and Non-Sampling errors.
- (c) Annexure in a Report.

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