NMBA028

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

**PAPER ID : 270231**

Roll No. | 1 | 4 | 0 | 3 | 2 | 7 | 0 | 0 | 9 | 3 |

# M.B.A.

## (SEM. II) THEORY EXAMINATION 2014-15
### RESEARCH METHODOLOGY

Time : **3 Hours**]                                    [Total Marks : **100**

## 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?

## 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**

3    Describe the various steps involved in the process of Research.

4    Discuss the various principles of experimentation.

**OR**

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

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

**OR**

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

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

**OR**

6 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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