

(4)

Unit-III

6. Discuss the meaning and procedure of editing and coding of data. What is their significance in a statistical investigation? 10
7. Two types of drugs were used on 5 and 7 patients for reducing their weight. Drug A was imported and drug B indigenous. The decrease in the weights after using the drugs for six months was as follows: 10

Drug A	Drug B
10	8
12	9
13	12
11	14
14	15
	10
	9

Is there a significant difference in the efficacy of the two drugs? If not, which drug should you buy?

Unit-IV

8. What do you understand by Multi-variate analysis of data? Explain the cluster analysis with the help of suitable example. 10
9. What is a research report? Describe the commonly used format for writing a research report. 10

MS-3112

A-22

(Printed Pages 4)

Roll No. \_\_\_\_\_

MS-3112

M.B.A. (Second Semester) (Common Subject)

Examination, 2015

RESEARCH METHODOLOGY

(IMS-026)

*Time Allowed : Three Hours ] [ Maximum Marks :70*

Note : Attempt five questions in all. Question No. 1 is compulsory carrying 30 marks. Attempt one question from each unit carrying 10 marks. Use of simple calculator is allowed.

1. (I) Distinguish between the following:  
3 × 5 = 15
- (a) Universe and Sampling frame
  - (b) Stratified Sampling and Cluster Sampling
  - (c) Basic research and evaluation research
  - (d) Test-retest and alternative forms reliability
  - (e) Type I and Type II error

P.T.O.

**(2)**

(II) Write short answers to the following :

3 × 5 = 15

- (f) What are projective techniques? Discuss about any two of them.
- (g) Discuss the process of applying Chi-square test with example.
- (h) Explain the Semantic Differential Scale pointing out its utility.
- (i) A Corn Flakes manufacturing unit wants to test whether an improved variety of corn could cause current users to consume more of the product than they normally do. What experiment might the company use for this purpose?
- (j) A reputed manufacturing company dealing in men's wears has experienced a constant decline in the demand of its product in the market. It then discussed the problem with a research agency. Frame the objectives, research questions and research hypothesis for recommending the research agency.

Unit-I

2. Describe the conditions under which a research problem exists. Also discuss the different tasks involved in defining a research problem. Give suitable examples to illustrate your points. 10

**MS-3112**

**(3)**

3. What do you understand by research design?

In context of research design explain the following terms: 10

- (a) 6 Ws
- (b) Longitudinal design
- (c) Experimental group
- (d) Depth interview
- (e) Extraneous variable

Unit-II

4. Discuss the concept and objectives of Sampling theory. What are the steps involved in a Sampling design? Explain in detail. 10

5. (a) Indicate the type of measurement scale you would use for each of the following characteristics: 5

- (i) GPF Number of employees
- (ii) Customer's opinion about a Shopping Mall
- (iii) Readership of a magazine
- (iv) Quality ranking of different brands of shoes.
- (v) Cost of manufacturing a refrigerator by different companies.

(b) Discuss in brief the procedure of constructing and pre-testing a questionnaire. 5

**MS-3112**

**P.T.O.**