

2016

**MBA**

**PAPER : MBA 2.5**

**RESEARCH METHODOLOGY IN BUSINESS**

Full Mark : 70

Time : 3 Hrs

*The figures in the margin indicate full marks for the questions*

- I. Write short notes on: (Any five) 2X5=10
- (i) Research
  - (ii) Descriptive research design
  - (iii) Cross sectional design
  - (iv) Secondary data
  - (v) Sample
  - (vi) Sampling frame
  - (vii) Sample unit
  - (viii) Comparative scales
  - (ix) Dispersion
- II. Answer the following: (Any five) 4X5=20
- (i) Distinguish between deductive logic and inductive logic.
  - (ii) Discuss In-Depth interview as a tool of exploratory research.

- (iii) Classify market research data.
- (iv) Discuss errors associated with sampling.
- (v) Discuss the primary scales of measurement.
- (vi) Classify scaling techniques.
- (vii) Discuss the relationship between reliability and validity.
- (viii) Discuss point and interval estimate.
- (ix) Discuss discriminant analysis as a tool of data analysis.
- (x) Discuss factor analysis as a tool of data analysis.

III. Answer the following: (Any five)

8X5=40

- (i) What are the difference between exploratory, conclusive and descriptive research design?
- (ii) Discuss research design.
- (iii) Discuss the criteria for evaluation secondary data.
- (iv) What are advantages and disadvantages of In-Depth interview?
- (v) Discuss focus group as a tool of exploratory research.
- (vi) Discuss sampling design process.
- (vii) Discuss probability sampling.
- (viii) Discuss the advantages and disadvantages of comparative scales.