S-863

Total Pages : 3   Roll No. -------------

MS-110

Research Methodology

Master of Business Administration (MBA)

2nd Semester, Examination 2022(Dec.)

Time: 2 Hours   Max. Marks: 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section – A

(Long Answer – type questions)

Note: Section 'A' contains Five (05) long-answer-type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

[2 x 19 = 38]

P.T.O.

Q.1. Define research and its relevance in present time. What are the major fields of Human knowledge?

Q.2. Briefly describe the different steps involved in a research process. What are the qualities of a good research design?

Q.3. Why hypothesis is considered to be an important element of any research? What are the characteristics of a good and usable hypothesis?

Q.4. Explain how quantitative researches differ from qualitative research & which one is better in your opinion? Support your answer with suitable examples.

Q.5. Discuss questionnaire and explain what rules are to be kept in mind while constructing a questionnaire.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only.

[4 x 8 = 32]

Q.1. Explain Attitude Measurement and Motivational Research Techniques.

Q.2. What are the various methods in preliminary data gathering?

Q.3. Define data. What are the types of data used in business research?

Q.4. What is survey, when it would be a appropriate method of data collection?

Q.5. Define different types of experimental design?

Q.6. Explain the significance of primary data.

Q.7. What are the various sources of Review of literature?

Q.8. Write short note:
    a.   Multivariate Data Analysis
    b.   Factor Analysis

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