

Internal Assessment Test - II

Sub:	Research Methods	Code:	17MBA23
Date:	27.04.2018	Duration:	90 mins
		Max Marks:	40
		Sem:	II
		Branch:	MBA

<b>Part A - Answer Any Two Full Questions (16*02=32 Marks)</b>		Marks	OBE	
			CO	RBT
1 (a)	What is Omni bus survey?	[02]	CO1	L2
	(b) Discuss the various types of non sampling errors that can affect the research study?	[06]	CO1	L2
	(c) Explain different types of primary data collection methods?	[08]	CO1	L4
2 (a)	What are projective techniques? Mention the types of Projective Techniques?	[02]	CO2	L1
	(b) Highlight the characteristics of primary and secondary data?	[06]	CO1	L1
	(c) Explain the four basic types of scales with examples?	[08]	CO3	L2
3 (a)	What are the characteristics of good scaling techniques?	[02]	CO3	L4
	(b) Define likert scales and semantic differential scales with an example each?	[06]	CO3	L2
	(c) Discuss the questionnaire construction procedure and also state the importance of questionnaire?	[08]	CO2	L4
<b>Part B - Compulsory (01*08=08 marks)</b>				
4 (a)	Discuss the different types of probability and non-probability sampling techniques?	[08]	CO4	L3

course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1:	Understand various research approaches, techniques and strategies in the appropriate in business.	1a, 2b	1c				1b			
CO2:	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.		2a	3c						
CO3:	Demonstrate knowledge and understanding of data analysis, interpretation and report Writing.	3a				2c	3b			
CO4:	Develop necessary critical thinking skills in order to evaluate different research approaches in Business.		4a							