



Second Semester MBA Degree Examination, Jan./Feb. 2021

Research Methodology

Max. Marks:100

**Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.**

- 1 a. What are the main objectives of business research? (03 Marks)
b. Explain different types of research with examples. (07 Marks)
c. Write briefly on different steps involved in Research process. (10 Marks)
- 2 a. Mention some of the difference between exploratory research and conclusive research. (03 Marks)
b. Write different variables used in Business Research. (07 Marks)
c. What are the different types of experimental research design? (10 Marks)
- 3 a. What do you mean by qualitative research? When it is used? (03 Marks)
b. What are the major errors in sampling? (07 Marks)
c. Explain different techniques used in probability sampling. (10 Marks)
- 4 a. What are the major considerations in selecting secondary data? (03 Marks)
b. Write about ethics in business research. What are the ethical considerations in collecting primary data? (07 Marks)
c. Mention different steps involved in developing questionnaire design. (10 Marks)
- 5 a. What is pilot study? State its importance. (03 Marks)
b. Explain (i) Internal validity (ii) External validity (iii) Construct validity. (07 Marks)
c. What are the various steps involved in Data analysis? (10 Marks)
- 6 a. What do you mean by Type I and Type II error? (03 Marks)
b. Discuss the importance of business research for a developing economy like India. (07 Marks)
c. Explain different scales used in research with its importance. (10 Marks)
- 7 a. Differentiate between rating and ranking scales. (03 Marks)
b. What are the guidelines for effective documentation? (07 Marks)
c. Write short notes on:
(i) Z test
(ii) t test
(iii) F test
(iv) Anova (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 Case Study : (Compulsory)

A company is engaged in the manufacture of certain leather consumer products. The products are shoes, ladies leather hand bags, purses and belts. The company accounted for about 10% of the market share in shoes, which is its main product.

Since last year, the company has been facing stiff competition from another firm which has come up recently in the city. This is reflected in the declining monthly sales. The company is concerned over this development and would like to regain its hold over the shoe market.

At a recent meeting of the Board of Directors, a decision was taken in favour of a systematic study by an outside expert agency.

As a marketing consultant for the expert agency, how would you answer the following questions?

- a. Write the research objective for the given problem. (05 Marks)
- b. What kind of research approach would you adopt and why? (05 Marks)
- c. Which method of data collection would you select and why? (05 Marks)
- d. Briefly explain the research methodology you would adopt in the study. (05 Marks)

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