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Total No. of Pages : 02

Total No. of Questions : 06

MBA (Campus) (Sem.-2)
RESEARCH METHODOLOGY

Subject Code : MBA-206

M.Code : 51194

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **TWO** marks each and students have to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** questions each carrying **TEN** marks each and student have to attempt **ALL** questions.
3. **SECTION-C** is consisting of **ONE** Question carrying **EIGHT** marks.
4. **All Questions are Compulsory.**

SECTION-A

1. Write briefly :

- a. Discuss the significance and utility of sampling designs.
- b. Explain the various data collection methods.
- c. Briefly describe the graphs and charts available for data presentation.
- d. Discuss the applications of index numbers.
- e. What is the utility of factor analysis?
- f. Discuss the points to be kept in mind while preparing a research report.

SECTION-B

2. Discuss and differentiate between the different types of research designs.
3. What is time series analysis? Discuss its utility in business forecasting.

4. Write notes on :
 - a) Cluster analysis
 - b) Multi-dimensional scaling
5. Discuss the various types of questionnaires. Also explain the points to be kept in mind while designing a questionnaire.

SECTION-C

6. A research firm wishes to test whether the preference pattern of consumers for a milk product is dependent on income levels. A random sample of 500 individuals gave the following data :

Income levels	Product Preferred			
	Product A	Product B	Product C	Total
Low	170	30	80	280
Medium	50	25	60	135
High	20	10	55	85
Total	240	65	195	500

You as the research manager of the firm have to analyze the data and determine if it can be concluded that the preference patterns are independent of income levels? ($\chi^2 = 13.3$ at 1% Sig. level).

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.