MAHARISHI UNIVERSITY OF MANAGEMENT AND TECHNOLOGY

MAHARISHI ROAD, MANGLA, BILASPUR (CHHATTISGHAR)-495001

FINAL EXAM : SEMESTER-II, SESSION 2021-22

COURSE – MBA, PAPER –VI , SUBJECT CODE – MBA206

SUBJECT – RESEARCH METHODOLOGY

Max Marks : 70   **Min Pass Marks : 28**

➢ All questions are compulsory.
➢ Be precise in your answers**.**

Que 1   Multiple choice : Read the following questions carefully and choose the suitable answer: 10X1=10

(i)   **Research is derived from:**
   A. Latin
   B. Indian
   C. Greek
   D. None

(ii)   **Who defined "Research" as "systematized effort to gain new knowledge"?**
   A. Tom & Zerry
   B. Redman and Mory
   C. Ross Taylor
   D. F.W. Taylor

(iii)   **A hypothesis is a**
   A. Tentative statement whose validity is still to be tested Cost Savings
   B. Statement of fact
   C. Supposition which is based on the past experiences
   D. All of the above

(iv)   **A systematic step-by-step Procedure following logical process of reasoning" called:**
   A. Scientific
   B. Observation
   C. Experiment
   D. Logical

(v)   **The method by which a sample is chosen?**
   A. Unit
   B. Random
   C. Design
   D. All of the above

(vi)   **Research conducted to find solution for an immediate problem is:-**
   A. Fundamental research
   B. Survey
   C. Analytical
   D. Action research

(vii)   **A null hypothesis is :**
   A. hypothesis of no difference
   B. Hypothesis of zero significance
   C. Hypothesis that assigns value of zero to the variable
   D. None

(viii)   **Survey research methods come under:-**
   A. Pre-empirical research methods
   B. Descriptive research methods
   C. Experimental research methods

D. None

(ix) Kotz has been divided field studies into
    A. Hypothesis testing
    B. Exploratory
    C. Both of the above
    D. None of the above

(x) Ex-Post Facto Research could be -
    A. Large
    B. Small
    C. Both
    D. None

Que 2 Short Answer (Any Five) –   5x4=20

(a) What do you understand by the term research design?.

(b) What is rating scale? Give example.

(c) Distinguish between pure research and applied research

(d) What is 'Observation Method' of data collection?.

(e) Under what circumstances would you recommend a non-probability sampling?
(f) Define unstructured questionnaire. Discuss the application of questionnaires.

(g) Why tabulation is considered essential in a research study?.

Que 3 Long Answer (Any Five) –   8x5=40

(a) Define secondary data. State their chief sources and point out the dangers involved in their use and the precautions necessary to use them. Illustrate with example..

(b) Discuss various types of research reports and how will you evaluate a research report?.

(c) What is meant by research? Briefly discuss the various stages involved in the research process.

(d) How is Likert-type scale developed? Discuss the advantages and limitations of this scale.

(e) Describe the different methods of collecting data indicating the merits and demerits of each of them..

(f) Discuss various qualities of good research report.

(g) Explain how survey s possible through online mode. Comment on its credibility.

(h) Outline the limitations of observation techniques in concluding results.

(i) What is the significance of a research report? How a research report should be presented? Explain.

****