

Classify the method generally employed in the collection of data and among these which would you prefer and why.

12. What are the natures of an oral presentation? Briefly explain.

**SECTION ' E' . 5 x 1 = 5**

**( Total 2 Question, any one, write in space provided in assignment sheets )**

13. Explain the significance of a research report and narrate for various step involved in writing such a report.

OR

Briefly explain parametric and non parametric test.

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**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**First Year – Second Semester ( IODE )**

**Research Methodology**

**Max Marks - 30**

**Min. Marks - 12**

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**Note : Attempt all Section.**

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**SECTION ' A' . 5 x 10 = 5**

**(Total 10 Question, Attempt ALL, write correct option in space provided in assignment sheets)**

**1. Objective type questions.**

A. Which of the following is non probability sampling?

- |               |                 |
|---------------|-----------------|
| (i) Snow ball | (ii) Random     |
| (iii) Cluster | (iv) Stratified |

B. What is the purpose of doing research?

- |                         |                       |
|-------------------------|-----------------------|
| (i) To identify problem | (ii) To find solution |
| (iii) Both (i) and (ii) | (iv) None of theses   |

C. Testing hypothesis is a:-

- |                            |                             |
|----------------------------|-----------------------------|
| (i) Inferential statistics | (ii) Descriptive statistics |
| (iii) Data preparation     | (iv) Data analysis          |

D. Which of the following statement is true in the context of the testing of a hypotheses?

- It is only the alternative hypothesis, that can be tested
- It is only the null hypothesis that can be tested
- Both the alternative and null hypothesis can be tested

- (iv) Both the alternative and null hypothesis cannot be tested
- E. Sampling cases means .....**1**
- Sampling using a sampling frame
  - Identifying people who are suitable for research
  - Literally the researcher's brief case
  - Sampling of people news papers, television programmes etc
- F. The population information is called parameter while the corresponding sample information is known as
- Universe
  - Sampling design
  - Inference
  - Statistics
- G. Which one of the following is not a non parametric test?
- T test
  - Sign test
  - Chi-square test
  - Run test
- H. A research paper is a brief report of research work based on .....
- Primary data
  - Secondary data
  - Both primary and secondary data
  - None of these
- I. Generally a shorter report is considered to be as :-
- One to five pages
  - Three to five pages
  - Four to five pages
  - Two paragraphs
- J. Which of the following is not an essential element of report writing?
- Research methodology
  - Reference
  - Conclusion

(iv) None of these

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**SECTION ' B'. 1 x 5 = 5**

**( Total 10 Question, Attempt FIVE, question as per internal choice, write in space provided in assignment sheets )**

02. What is research methodology?  
OR  
What is scope and significance of research?
03. What do you mean by research problem?  
OR  
What are the source of a problem?
04. What do you mean by measurement?  
OR  
What is a feature of a good design?
05. What is primary and secondary data?  
OR  
What do you mean by questionnaire?
06. What do you mean by report writing?  
OR  
What is oral presentation?

**SECTION ' C'. 2 x 3 = 6**

**( Total 5 Question, Attempt Three, question as per internal choice, write in space provided in assignment sheets )**

07. Briefly Explain types of research?  
OR  
Classify the method generally employed in the collection of data and among this which would you prefer and why?

08. What are the criteria for good sample? Explain.

OR

Briefly explain SPSS and its application.

09. What are the steps in report writing?

**SECTION 'D'. 3 x 3 = 9**

**( Total 5 Question, Attempt Three, question as per internal choice, write in space provided in assignment sheets )**

10. What are the characteristics of a good research?

OR

What do you mean by exploratory research? Explain the elements of good recruitment policy?

11. Define scaling techniques .Discuss the major types of scaling techniques.

OR