



**DY-010-003207**

Seat No. \_\_\_\_\_

**Master of Business Administration  
(Sem. - II) Examination**

**April / May – 2015**

**SO - 10207 : Research Methodology**

**Faculty Code : 010**

**Subject Code : 003207**

Time : 3 Hours]

[Total Marks :70

**Instruction** : All the questions carry equal marks.

Q:1 Give very short answers (any Seven)

(14)

1. Null Hypothesis
2. Standard Error
3. Type I and Type II error
4. Regression Analysis
5. Mode
6. Historical Research
7. Level of Significance
8. Sampling Error
9. Response rate

Q:2 a) Write a note on Case Study method of Research.

(7)

b) A Study is carried out to examine whether the mean hourly wages of the unskilled workers in the two cities- Ambala and Lucknow are the same. The random sample of hourly earnings in both the cities taken and the results are as under; (Critical value of Z at 5% level of significance is 1.96)

(7)

City	Sample Mean hourly earnings (Rs.)	Standard Deviation of Sample	Sample Size
Ambala	8.95	0.40	200
Lucknow	9.10	0.60	175

OR

Q:2 a) Define 'Research' and briefly explain various steps involved in the process of research.

(7)

b) Sample of sales in similar shops in two towns is taken for the new product with the following result, test that the sales in two towns are similar. (Critical Value of t is 2.228 at 5% level of significance)

(7)

Town	Mean Sales	Variance	Size of Sample
A	52	3.9	5
B	58	4.3	7

Q:3 Explain any five types of research supported with suitable examples. (14)

OR

Q:3 The following table gives the number of good and defective parts produced by each of the three shifts in a factory. (14)

Shift	Good	Defective	Total
Day	900	130	1030
Evening	700	170	870
Night	400	200	600
<b>Total</b>	2000	500	<b>2500</b>

Is there any association between the shift and the equality of the parts produced? Use 5% Level of significance. (Critical value is 5.991)

Q:4 a) What do you mean by 'Measurement'? Explain Nominal and Ordinal Scale with example. (7)

b) Define research Problem and discuss the process of identification of research problem. (7)

OR

Q:4 a) What are the different sources of Secondary data collection? Also write advantages and disadvantages of secondary data collection. (7)

b) What are the major elements of research report? Give meaning of Bibliography and its purpose? (7)

Q:5 What do you mean by sampling? Briefly explain different non-probability base sampling techniques with suitable example. (14)

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