



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

**HAE-19MBA207**

**M. B. A. (Sem. II) Examination**

**May - 2023**

**19MBA207 : Research Methodology**

Time :  $2\frac{1}{2}$  / Total Marks : 70

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

- 1 Discuss the term Business Research. Describe in detail the research process.
- 2 Discuss methods and methodology. Also explain objectives, importance and types of research.

**OR**

- 2 What is a research problem? Which are the sources of problems for analysing research problem.
- 3 Discuss the term Sample and Population. Give specific examples to explain probability and non-probability sampling methods.

**OR**

- 3 Write short note on :
  - A) Use of computer in Research
  - B) Descriptive research design.
- 4 What are primary data and secondary data? Write methods of collecting primary data and secondary data along with benefits and limitations.

**OR**

- 4 The following table presents the number of the faulty pieces produced by 3 employees operating in turn on 3 different machines :

	Machine 1	Machine 2	Machine 3
Employee 1	27	34	23
Employee 2	29	32	25
Employee 3	22	30	22

Conduct a two-way ANOVA. Test at 5% level of significance, whether : (1) the difference among the means obtained for the 3 employees can be attributed to chance. (2) the difference among the means obtained for the 3 machines can be attributed to chance. (Critical Value : 6.94)

- 5 Gopal Namkeen wants to enter in the Fast-food restaurant business. Prepare a questionnaire for survey.

**OR**

- 5 Two hundred randomly selected adults were asked whether TV shows as a whole are primarily entertaining, educational or a waste of time. The respondents were categorized by gender. Their responses are given in the accompanying table.

<b>Opinion</b>				
Gender	Entertaining	Educational	Waste of time	Total
Female	52	28	30	110
Male	28	12	50	90
Total	80	40	80	200

Is this evidence convincing that there is a relationship between gender and opinion in the population interest? Test at 5% level of significance. (Critical Value : 5.99)