

H

Roll No.

MB-207

M. B. A. (SECOND SEMESTER)

MID SEMESTER

EXAMINATION, 2021-22

RESEARCH METHODOLOGY

Time : 1½ Hours

Maximum Marks : 50

Note : (i) This question paper contains two Sections.

(ii) Both sections are compulsory.

Section—A

1. Fill in the blanks/True-False : 1×10=10

(a) Conference proceedings are considered as _____ documents.

(b) _____ is simply the process of findings solutions to a problem after thorough study and analysis of the situational factors.

P. T. O.

(2)

MB-207

- (c) At the very outset the researcher must single out the he/she wants to study, i.e., to decide area of interest.
- (d) Questionnaire is a _____.
- (e) The primary objective of _____ research is to define the characteristics of a particular phenomenon without necessarily investigating the causes that produce it.
- (f) The reasoning that uses general principle to predict specific results is called as deductive reasoning. (True/ False)
- (g) A research paper is a brief report of research work based on primary and secondary data. (True/False)
- (h) The primary purpose of doing marketing research is to reduce the level of risk of a marketing decision. (True/False)
- (i) A focus group is a research method that brings together a large group of people to answer questions in a moderated setting. (True/False)

(3)

MB-207

- (j) Action research is usually done by researcher who wishes to find the solution to a problem immediately. (True/False)

Section—B

- Note :** (i) Answer all the questions by choosing any *one* of the sub-questions.
- (ii) Each question contains three parts (a), (b) and (c). Attempt any *one* part of choice (a) and (b) from each question and part (c) is compulsory of each question. Each question carries 10 marks.
2. (a) Why is it important for managers to know about research ? Elucidate the nature of business and management research with suitable examples. Briefly explain the characteristics of a good research study. (CO1, CO2)
- Or
- (b) Discuss in detail the various types of research with appropriate examples.

P. T. O.

(c) Case let/Numerical (Compulsory) :

A graduate student became impatient with the care his advisor was taking in making certain of the correctness of theft joint experimental work. He decided that he could wait no longer to publish a paper.

On his own, and unbeknownst to his advisor, he wrote up a manuscript and submitted it to Physical Review Letters with his advisor and some other students as co-authors. The editor at the time became suspicious of the manuscript, because of the writing style, and the fact that the advisor, as senior author, did not submit it. He phoned the advisor and asked him if he had been a party to the

submission. It turned out that the advisor did not know about it at all.

Questions :

- (i) What should the advisor do about the manuscript and about the student's ethical lapse ?
- (ii) What will be your stance in this situation ?

3. (a) Discuss the process of research. Discuss the significance of Literature study in process. (CO1, CO2)

Or

- (b) Discuss different methods of collecting primary data with the help of suitable examples. Differentiate between Observation and Interview.

(c) Case let/Numerical (Compulsory) :

Chandigarh is an upcoming cosmopolitan city in the north of India It houses people from all over the country now-a-days and

P. T. O.

has people with varied culture and interests. With higher income at their disposal, the people of Chandigarh are now keener than ever, to undertake various tours across the country. There are several Travel agencies and Tour/Travel operators in the city. Sharma Travels had started its business just few months ago and was expecting to double or treble its business in the coming festive season or the later holiday season. In this highly competitive business arena, Mr. Sharma has decided to conduct a survey to determine how much business Chandigarh has to offer and also wanted to know whether the residents are aware of Sharma Travels. He thought that this survey would also determine the effectiveness of his advertising strategies. Besides the above aspects, Mr. Sharma wants to gain additional knowledge on

several facets such as peoples' travelling options, frequency of travel, their budgets, their satisfaction / dissatisfaction levels with their present travel agencies and other related characteristics, demographics etc.

Question :

You as a student of management research are required to design a detailed questionnaire to satisfy Mr. Sharma's queries on the above mentioned aspects besides other facts, such as which you think might be of additional help to Mr. Sharma in his venture.