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explain the unaccounted phenomena. The cases can then be analyzed to discover if theory can be meaningfully applied to the case(s) in question, or if indeed new theory is needed to explain the phenomena which are being described.

Questions :

- (a) Elaborate the condition under which case study method of research is suitable. 10
- (b) Estimate the challenges of inferential statistics from the above case study and also bring out the solutions to help researchers overcome it. 10

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M. B. A. (SECOND SEMESTER)

END SEMESTER

EXAMINATION, 2021-22

RESEARCH METHODOLOGY

Time : Three Hours

Maximum Marks : 100

- Note :** (i) This question paper contains two Sections—Section A and Section B.
- (ii) Both Sections are compulsory.
- (iii) Answer any two sub-questions among (a), (b) & (c) in each main question of Section A. Each question carries 10 marks.
- (iv) Section B consisting of case study is compulsory. Section B is of 20 marks.

P. T. O.

Section—A

1. (a) Explain the significance of research in business. How is research helpful to increase the profitability of business ?
(CO1)
- (b) Enumerate the importance of review of literature and write at any four characteristics of research. (CO1)
- (c) Identify the differences between exploratory and descriptive research with suitable example. (CO1)
2. (a) Demonstrate the importance of primary data and methods of collection of primary data. (CO2)
- (b) Examine the utility and significance of focus group and depth interviews. (CO2)
- (c) How to identify the appropriate sample for a population ? Demonstrate the procedure for determining sample size. (CO2)

3. (a) Examine the precautions we should take while designing a good questionnaire for survey. (CO3)
- (b) Classify and compare the situation on when to use *t*-test and *z*-test. (CO3)
- (c) Analyze the importance of hypothesis development in research and also compare the two types of errors in testing of hypothesis with examples to support your answers. (CO3)
4. (a) Assess the vitality of processing the data and also explain the importance of data cleaning. (CO4)
- (b) Appraise the importance of ethical issues in research and judge. Why do you think it is needed while writing research reports ? (CO4)
- (c) Assess utility of different attitude measuring scale. Justify your answer with example. (CO4)

Section—B

5. Case Study (20 Marks) (CO5)

Read the below case and answer the question that follow :

It is often believed that because the cases are so specific, one cannot make meaningful generalizations from case studies and that other methods are more suited to hypothesis testing and theory building. However, this view is not accurate as case studies provide a wonderful opportunity for the researcher to develop explanatory hypotheses or test existing or new theory. Certainly, it is true that it is not possible to generate inferential statistics from a single case or indeed from a small number of cases; however, it is possible to use simple descriptive statistics to enable the reader to draw logical conclusions regarding the outcome(s) of the therapy, and replication of the case methodology can result in large databases being constructed which would enable inferential statistics to be generated.

If, for example, data from a series of 30 similar or matched cases were placed on a database, it would be possible for a researcher to generate inferential statistics which would support the process of generalization from the cases.

Summarizes the main criticisms of case study methodology as being based on issues relating to theory (and the perception that case studies are inappropriate for theory-building), reliability and validity. One criticism of case studies is that as they are so specific, it is impossible to generate theory from one single case; however, it could be argued that case studies have been a primary source of theory building within psychotherapy since its origin. A particular theorist may have had a theory hunch, and then on the basis of their experiences with a particular case, tested their theory. The process of repeated theory testing then strengthened the theoretical proposition. Examples where cases did not conform to the theory, or contained unexplained features required the theorist to develop a theory to