NH-103

December-2015

S.Y. MBA Integrated

Introduction to Research Methodology

Time : 2 Hours]   **[Max. Marks : 50**

1. What do you mean by research ? Explain its significance in modern times.   **10**

   OR

   Explain in details the research process with the help of diagram.

2. How do you define a research problem ? Give example to illustrate your answers.   **10**

   OR

   Explain in detail exploratory, descriptive and causal research.

3. Define probability Sampling. Explain and illustrate stratified sampling method with example.   **10**

   OR

   Explain in details Sampling and Non-sampling Error.

4. Clearly explain the difference between collection of data through questionnaires and schedules.   **10**

   OR

   Discuss in detail "The Case Study Method".

5. Explain the different steps involved in processing and analysis.   **10**

   OR

   Give an idea about the mechanics of writing a report.

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