1804M069   Candidate's Seat No : _____

Integ. M.Sc DS Semester-6 Examination
CC-312
Research Methodology

Time : 2-30 Hours]   April-2024   [Max. Marks : 70

Instructions: All questions are compulsory. Use of non-programmable scientific calculator is allowed.

Q.1 **(a)** "The research process involves a series of interrelated and intricate steps." Does every res... study necessarily need to satisfy all the conditions and be carried out in this sequence? Exp...

   (b) How would you define business research? What are the major components of a good research study? Illustrate with an example.

OR

   (a) What is a research hypothesis? Does all research require hypotheses formulation? Expla...

   (b) How would you distinguish between a management decision problem and a managem... problem? Do all decision problems require research? Explain and illustrate with ex...

Q.2 **(a)** Distinguish between Exploratory and descriptive research designs

   (b) 'Majority of the research designs are exploratory cum descriptive in nature in business research.' How?

OR

   (a) How does quasi-experimental design differ from true experiment design?

   (b) What are the different ways of controlling extraneous variables?

Q.3 **(a)** Explain an itemized rating scale. What are the various issues involved in constructing an itemized rating scale?

   (b) Explain with the help of examples the difference between Semantic differential scale and ... scale.

OR

   (a) What is a questionnaire? Can it be used in all situations? Why/why not? Support your answe... with suitable examples.

   (b) Distinguish between dichotomous questions and multiple-choice questions

Q.4 **(a)** How do you distinguish between probability sampling and non-probability sampling?

   (b) Differentiate between the stratified random sampling and systematic sampling.

OR

   (a) What is a Snowball sampling? How is it selected? What are the advantages and disad... Snowball sampling?

   (b) It is desired to estimate the mean lifetime of a certain kind of vacuum cleaner. Given the population standard deviation $\sigma = 320$ days, how large a sample is needed to be able to assert with a confidence level of 96% that the mean of the sample will differ from the population mean by less than 45 days? ($Z = 2.055$)

Q.5 Attempt any **SEVEN** out of **TWELVE**:

   (1) Mention types of Conclusive Research and define anyone of its types.

   (2) Write an equation for proposed model to predict turnover intention.

   (3) Define Two-tiered Research design.

   (4) Write a research problem which will have only open-ended questions.

   (5) What is pilot testing?

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(6) Give an example of Focus group discussions.

(7) What is the main difference between a laboratory experiment and a field experiment.

(8) What is Exploratory Research.

(9) 'Selection of every 15th subscriber to Business India is an example of random sampling." – True or False. Explain.

(10) Define Solomon four group design.

(11) Differentiate between Rank order scaling and constant sum rating scale.

(12) Give an example of Moderating variable.

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