

Seat No. : _____

DH-109

December-2018

S.Y. M.B.A., Integrated

Introduction to Research Methodology

Time : 1:30 Hours]

[Max. Marks : 50

1. What is the meaning of “Research” ? Mention the criteria of good research. **10**

OR

Explain the stepwise process of structuring a “Research Proposal”.

2. State and explain the four main types of “Research Design” and state the features of a good design. **10**

OR

Write a short note on Randomization, Replication and Local Control as the basic principles of Experimental Design.

3. Explain the following terms : **10**

- (1) Sampling Frame
- (2) Cluster Sampling
- (3) Non-Sampling Error
- (4) Snowball Sampling
- (5) Sample Distribution

4. What do you mean by a Questionnaire ? Mention the differences between Questionnaire and Schedule. **10**

OR

What do you mean by secondary data sources ? Explain various precautions taken into consideration at the time of selection of secondary data.

5. Explain four terms related with data processing : **10**

- (i) Editing
- (ii) Classification
- (iii) Coding
- (iv) Tabulation

OR

- (A) Explain research report writing layout. **5**
- (B) Explain precautions for report writing. **5**