

- (d) Discuss Thematic Apperception Test. 7

SECTION D

5. Kellogg's Choco's has done expenditure on the promotion (x) in lakhs of rupees from last few months. Against the promotional expenditure the sales turnover (y) of Kellogs is as follows :

Months	1	2	3	4	5	6	7	8	9
Promotional Expenses (x)	9	11	13	15	17	19	20	22	24
Sales Turnover (y)	25	30	42	50	70	95	110	120	140

- (a) Find correlation coefficient between them. 10
- (b) Comment in brief on it. 4



AR – 1198

Second Semester M.B.A. Examination

RESEARCH METHODOLOGY

Paper – MBA / 202

P. Pages : 4

Time : Three Hours]

[Max. Marks : 70

- Note :** (1) Attempt all questions.
(2) Figures to the right indicate marks.
(3) Use of calculators/scientific calculators permitted.

SECTION A

1. (a) What is hypothesis ? Bring out the function and characteristics of hypothesis. Explain with suitable example how to formulate hypothesis. 14

OR

- (b) What is research ? Explain two broad categories of research i.e. Basic Research and Applied Research. Explain how research is important to assure efficient decision making. Give example. 14

SECTION B

2. (a) Explain functions of Research Agencies. Elaborate functions of any one Government and Non-Government Agency. 7
- (b) X company is planning to launch a new flavour of ready to eat "Mishti Dahi" and wants to know potential market in your city. What type of research design is appropriate? Explain how to develop research purpose. Justify. 7

OR

- (c) Explain the before and after control group experimental design with suitable example. 7
- (d) 20-20 Biscuits planning to launch a new cheese flavoured biscuits. Hence want to know liking of consumer especially among school going children in your city towards cheese biscuits. They wish to conduct a research for the purpose. Should descriptive or experimental design to be used ? Justify your answer. 7
3. (a) Explain observation as a method of data collection. Explain with suitable examples where this method can be used for data collection. 7

- (b) Myntra a leading online shopping provider is willing to conduct an internet survey to know satisfaction level of the consumers. Design the suitable survey plan for this purpose also design suitable questionnaire for this. 7

OR

- (c) Explain the elements of Data Analysis. 7
- (d) You have decided to do a desk study on the writings of Rabindranath Tagore. How will you collect secondary data ? Elaborate a complete plan to collect all relevant literature for this purpose. 7

SECTION C

4. (a) Explain on what basis scales are classified. Also explain scale construction Techniques. 7
- (b) Discuss Likert scale. Explain it with suitable example how to construct a Likert scale. 7

OR

- (c) Explain any two non-probability sampling techniques. Also explain limitation of these two sampling techniques. 7