

**M.B.A. DEGREE (FT) II SEMESTER EXAMINATION, MAY 2006**

**RESEARCH METHODOLOGY**

Time: 3 Hours

Maximum marks : 50

(Answer **ALL** questions)  
(All questions carry **EQUAL** marks)

(5x 10 = 50)

- I. A. Discuss the research applications in modern management.  
**OR**  
B. Explain the steps followed in social research.
- II. A. Define questionnaire. What are its functions ? Explain the essential qualities of a good questionnaire.  
**OR**  
B. Explain the following:  
(a) Longitudinal design  
(b) Post test design  
(c) Factorial design
- III. A. What do you understand by statistical testing in social research ? Explain the factors to be considered in selecting the appropriate statistical test.  
**OR**  
B. The National Automobile Company has asked its Delhi branch to participate in keeping detailed database on the cost of maintaining an automobile for one year period. But the Delhi branch has lakhs of clients and it is very costly for them to keep records of all clients. Therefore they recommended that a sample be selected and the database may be created. The company agreed to this suggestion and set up three requirements.  
(a) 95% confidence level should be applied.  
(b) Standard error of the mean be within  $\pm$  Rs.50/-.  
(c) Standard deviation of the mean maintenance cost from the previous study is Rs.400/-.  
How many samples should be selected for record keeping.
- IV. A. Explain the term secondary data. What is its importance in research ? What are the important sources of secondary data for management research in India ?  
**OR**  
B. Explain the following:  
(a) Standard error  
(b) Sampling error  
(c) Central Limit Theorem

(Turn over)

- V. A. State Bank of India carried out a big advertising campaign to enhance the awareness of its services among the customers. It wanted to test the effectiveness of the Ad. Campaign. Bank administered a questionnaire among 10 customers to check the awareness level before and after the Ad. Campaign. The customer's awareness scores are given below.

Consumer	Before	After
1	82	87
2	81	84
3	89	84
4	74	76
5	68	78
6	80	81
7	77	79
8	66	81
9	77	81
10	75	83

Test whether the Ad. Campaign has increased the awareness level of customers.

**OR**

- B. Quality control of a research project should include validity, appropriateness, and acceptability. What do you mean by this statement ?

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