उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-MBA-Second Semester
Programme Code- MBA-17
Course Name- Research Methodology
Course Code- MS 110   **Maximum Marks-20**
Session - 2019-2020, Summer Last Date of Submission: 15th April, 2020

Section-A

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Nature of Research.

2. Research Process.

3. Types of Hypothesis.

4. Primary and Secondary source of data.

5. Characteristics of a good sample design.

6. Tabulation of data.

7. Non Parametric Tests or Distribution Free Tests.

8. Uses of Factor Analysis.

Section-B

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

1. Differentiate between exploratory, descriptive and conclusive research design?

2. A researcher is interested in comparing two hotels on the following attributes: convenience of location, friendly personnel, and value of money;

   a. Design a Likert scale to accomplish this task.

   b. Design a semantic differential to accomplish this task

3. Discuss the body and content of an ideal business research project for producing Consumer Electronics in Dehradun for a MNC.

4. An advertising agency that serves a major radio station wants to estimate the mean amount of time that the station's audience spends listening to the radio daily. From Past Studies, the standard deviation is estimated as 45 minutes.

a) What sample size is needed if the agency wants to be 90% confident of being correct within ± 5 minutes?

b) If 99% confidence is desired, what sample size is necessary?