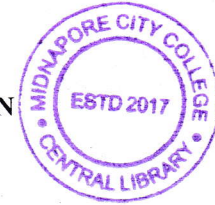


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MBA Semester- II Examination, 2025
MASTER OF BUSINESS ADMINISTRATION
PAPER: MBA 204
(RESEARCH METHODOLOGY)

**Full Marks: 80****Time: 3 Hours**

The figures in the right-hand margin indicate full marks.
 Candidates are required to give their answers in their own words as far as practicable.

Group-AAnswer any **EIGHT** of the following questions:**5×8=40**

1. What are the criteria of good research? Explain briefly. 1+4
2. Differentiate between pure and applied research.
3. What is the purpose of a research design? Give two limitations of social science research. 2.5+2.5
4. How can the pilot survey and exploratory study help to define a research problem? 2.5+2.5
5. What is sampling? Explain any two sampling techniques. 1+4
6. What is the difference between a questionnaire and a schedule?
7. What is the purpose of scaling techniques in research? Explain nominal scale and ordinal scale. 1+4
8. Differentiate between research method and research methodology.
9. Discuss various types of autocorrelation with examples.
10. How can we check the overall significance and model fitness with respect to regression model?
11. Write a short on multistage sampling.
12. Correlation does not imply causation. Explain the statement.

Group-BAnswer any **FOUR** of the following questions:**10×4=40**

13. Discuss the ethical concerns in social science research. How can you identify gap in research? 6+4
14. Elaborate two primary and two secondary data collection methods. 5+5
15. State the characteristics of a good questionnaire. How to select an appropriate method of data collection? Explain with suitable example. 4+6

P.T.O

16. From the following multiple regression, interpret the value of parameters, adjusted r square, and F statistic.

$$Y = 200 + .10 X_1 + .24 X_2 - .10 X_3$$

Adjusted R Square = .67

F statistic = 340 and p value = .04

17. Discuss different components of a good research report.
18. Prepare a sample questionnaire for a study on "Consumer Behavior towards Online Shopping."

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