[5071] - 1006

MPM

106 : RESEARCH METHODOLOGY

(2013 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   All questions are compulsory.

    2)   Each question has internal option.

    3)   Each question carries 10 marks.

    4)   Figures to right indicate marks for that question or subquestion.

    5)   Support your answers with suitable examples.

Q1) a)   What do you by research and management research? Explain the scientific method of research with its characteristics.   **[10]**

<div align="center">OR</div>

    b)   A Human Resource Manager wants to carry out research on employee satisfaction. Describe the steps he should follow in carrying out this research   **[10]**

Q2) a)   Explain the following terms in management research with examiples.**[10]**

    i)   Management Question

    ii)   Research Question

    iii)   Investigation Question

<div align="center">OR</div>

    b)   Explain the terms 'Hypothesis, Null and Alternative Hypothesis. What are qualities of agood hypothesis?

Q3) a)   Elaborate the concept, of Exploratory research. How do you use the following techniques of Exploratory research.   **[10]**

    i)   Case study Method

    ii)   Secondary data Analysis

b) i) Explain the features of agood research design. **[5]**

ii) Write a shortnote on descriptive research design. **[5]**

Q4) a) What is scaling? Describe the various techniques of scaling management research. **[10]**

OR

b) Describe the various levels of measurement. Write the appropriate data analysis method for each level. **[10]**

Q5) a) What is secondary Data? Explain the sources of secondary data write down the disadvantages of secondary data. **[10]**

OR

b) Prepare a questionnaire for any one of the following situations. **[10]**

i) To understand the perception of customer towards new by launch two wheeler

ii) To understand the satisfaction level of employee in an organisation.

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