

MBA(D) 3rd Semester Examination, June 2019 (DDE)
[Sessions: (Jan 2017–Dec 2018) & (Jan 2016–Dec 2017)]

Subject: Research Methodology

Paper: MBD-303

Time: 3 Hours

Full Marks: 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Answer any five questions.

1. (a) What is research?
(b) What are objectives of research?
(c) State the criteria of a good research. 2+6+8=16
2. Briefly discuss the steps in research. 16
3. (a) What is research design?
(b) What are the features of a research design?
(c) Mention the framework for research design. 2+6+8=16
4. (a) What is research problem?
(b) State the conditions for formulating a research problem.
(c) Mention different sources of secondary data. 2+10+4=16
5. (a) Define the term observation.
(b) What are the various types of observation? 2+14=16
6. (a) Define the term Exploratory Research.
(b) What are its major characteristics?
(c) Discuss, in brief, the four major Exploratory Research Methods. 2+6+8=16
7. (a) What are Panels?
(b) Discuss in brief (i) Consumer Panels and (ii) Delphi Method. 2+(7×2) =16
8. Write short notes on (*any two*): 8+8=16
 - (a) Random Sampling
 - (b) Questionnaire
 - (c) Cartoon Test
 - (d) Focus Group