

MBA 3rd Semester Examinations, Dec. 2020 (CBCS) (DDE)

[Session: July 2019 - June 2021]

Subject: Research Methodology

Paper: MBA-3101

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*

Group-A

Answer any six questions

5×6=30

1. Explain two characteristics of research.
2. Distinguish between exploratory research and descriptive research.
3. State the contents of research design.
4. Case study is a type of research. Examine.
5. Distinguish between validity and reliability.
6. Distinguish between qualitative research and quantitative research.
7. What is focus group and why is it used in research?
8. What are the major steps in case study development?

Group-B

Answer any five questions

10×5=50

9. State five precautions to be taken while constructing a questionnaire.
10. State different ways of measuring validity of a research instrument.
11. Explain (a) ordinal scale, (b) interval scale, (c) semantic differential scale and their applications in research.
12. What are Projective Techniques? Explain two techniques under it.
13. What is observation? What are its types?
14. What is grounded theory? State the advantages and disadvantages of grounded theory?
15. What do you mean by probability sampling? Explain three techniques of it.