

MBA Distance 3rd Semester examination, June 2020

{Session: Jan 2019-Dec 2020}

Subject: Research Methodology

Paper: MBD-303

Time-3 Hours

Full marks: 80

The figures in the margin indicate full marks.

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

Group-A

Answer any six questions.

5×6=30

1. Mention different types of research.
2. What are sampling frame and sampling scheme?
3. Distinguish between validity and reliability.
4. Explain paired comparison scale.
5. Distinction between qualitative and quantitative research methods.
6. What are the types of observation?
7. What is focus group? State its concept.
8. What are types of projective technique?

GROUP-B

Answer any five questions

10×5=50

9. Explain the steps in the questionnaire construction.
10. Explain semantic differential scale with example.
11. Explain different non probability sampling techniques.
12. Explain characteristics of research.
13. What are the sources of developing case study discuss?
14. What are the advantages and disadvantages of qualitative research?
15. What is ethnography? What are the various types of ethnography?