

MBA(D) (3rd Semester) Examinations, Dec 2019 (CDOE)
[Session: (July 2016-June 2018), (July 2017-June 2019)]

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.

Group - A

Answer any six questions.

5×6=30

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

Group - B

Answer any five questions.

10×5=50

9. Discuss the advantages and disadvantages of qualitative research.
10. What is called observation? What are the various types of Observation?
11. What do you mean by Ethnography research? Explain briefly the stages in ethnographic research process.
12. Explain briefly the characteristic of research.
13. What are the sources of developing case study? Discuss.
14. Discuss the steps in the questionnaire construction.
15. Explain briefly semantic differential scale with example.