

PG Even Semester (CBCS) Exam., April—2019

BUSINESS ADMINISTRATION

(2nd Semester)

Course No. : MBACC-207

(Research Methods in Management)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer **all** questions

1. (a) Distinguish between basic research and applied research. 6
- (b) "Most of the researches in management fall in the category of applied research." Elucidate. 8

OR

2. Narrate the steps involved in formulation and carrying out a research programme. 14
3. Discuss various sources of primary data. In what situations are the data from primary sources used in management research? 8+6=14

OR

4. (a) Explain the procedure for the selection of size of sample. 6
- (b) Narrate the reasons for sampling errors. 4
- (c) Distinguish between nominal scale and ordinal scale. 4
5. What is a questionnaire? Why is questionnaire important? In which situations is open-ended questionnaire used? Discuss. 14
6. (a) Write a note on tabulation of data. 4
- (b) The number of parts demanded for a particular equipment in a factory was found to vary from day-to-day. In a sample study over six days, the following information was obtained :

Day	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
No. of parts demanded	1124	1125	1110	1120	1126	1115

Test the hypothesis that the number of parts demanded does depend on the day of the week. 10

OR

7. As the head of a department of Consumers' Research Centre, you have the responsibility for testing and comparing the lifetime of four brands of electric bulbs. Suppose you test the lifetime of three electric bulbs of each brand. The data is shown below, each representing the lifetime of an electric bulb, measured in hundred of hours :

		<i>Brand</i>			
		<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>
<i>Bulb</i>	1	20	25	24	23
	2	19	23	20	21
	3	21	20	22	20

Can we infer that the mean of lifetime of the bulbs of the four brands are equal? 14

8. Distinguish between :
- (a) Oral report presentation and written report presentation 8
 - (b) Reference and bibliography 6

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