PG Even Semester (CBCS) Exam., April—2018

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. Define business research. Throw light on the purposes and significance of conducting the survey of literature in social science research. 4+10=14

2. Discuss with example the various methods of probability sampling and non-probability sampling. 14

(2)

OR

3. Write short notes on the following : 3½×4=14

   (a) Research problem

   (b) Interval scale

   (c) Sampling errors

   (d) Primary data

4. Your company is planning to produce a device which can measure the quantity of cooking gas available in a gas cylinder. Your senior wants you to conduct a market survey for the same. For conducting the market survey draft a questionnaire. 4+10=14

OR

5. (a) Distinguish between semi-structured interviews and in-depth interviews. 5

   (b) Discuss how primary data can be collected through observation. 5

   (c) Distinguish between questionnaire and schedule. 4

(3)

6. As a part of your research you want to find out whether there is a significant association between grade of the respondent and gender. There are 760 respondents in your sample with no missing data for either variable. The table below is showing the grade according to gender :

Total	Gender	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7
229	Male	13	52	100	45	15	3	1
531	Female	27	233	209	49	12	0	1

You may regroup the grades, if you so desire, as lower, middle and higher grades. Lower grades 1 and 2, middle grade 3 and higher grades 4, 5, 6 and 7.   14

OR

7. The annual sales of dealers of a company follow normal distribution with mean ₹ 95 lakh. A random sample of the 10 dealers of the company is taken. The variance of the annual sales of these 10 dealers is ₹ 82 lakh. Find the probability that the mean annual sales of the sample dealers is *(a)* less than ₹ 100 lakh and *(b)* more than ₹ 100 lakh.   14

8. Draft a research report taking an issue either on finance or marketing or human resource management. Clearly highlight all the components of a research report.   14

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