

PG Even Semester (CBCS) Exam., April—2017

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) “Most of the researches in management fall in the applied research category.” Do you agree to this statement? Give your views on the matter by referring specially to the distinction between basic research and applied research. 10
- (b) Discuss the importance of research in management. 4

2. (a) Distinguish between census survey and sample survey methods of collection of primary data. In which cases the sample survey method is especially suitable? 10
- (b) Write a short note on sampling errors. 4

**OR**

3. (a) How is random sampling different from convenience sampling? Enumerate, by citing a case, the steps involved in stratified random sampling. 4+6=10
- (b) Explain ordinal scale with suitable example. 4

4. Explain structured observation. In which situation structured observation may be used? Highlight the advantages and disadvantages of structured observation. 2+4+4+4=14

**OR**

5. There are several areas where you need to develop competence in relation to the conduct of in-depth research interviews. Discuss the areas where competence need to be developed. 14

( 3 )

6. 22 nos. of sales executives are randomly divided into two groups : Group—A and Group—B. They were trained in two different methods of training. Group—A was trained in method—I and Group—B was trained in method—II. After training, they worked for one year. At the end of the year, the training manager assessed their performance and the result is as follows :

	<i>Group—A</i>	<i>Group—B</i>
<i>Average daily sales</i>	\$ 15,000	\$ 18,000
<i>Standard deviation</i>	2250	2510

As Group—B is generating more sales, can it be accepted that training method—II is superior one? 14

( Critical value of  $t$  at 5% level of significance and 20 d.f. is 1.725)

7. Furnish a detailed format of qualitative research report. Is there any difference between general research report and qualitative research report? Illustrate your viewpoint. 8+6=14

( 4 )

**OR**

8. (a) Distinguish between bibliography and reference. 6
- (b) Discuss the merits and demerits of oral presentation. In which cases oral presentation is generally preferred? 3+3+2=8

\*\*\*