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Total number of printed pages – 3

**MBA**  
**MBA 205**

**Second Semester Examination – 2013**

**RESEARCH METHODOLOGY AND SPSS**

**QUESTION CODE : A 459**

**Full Marks – 70**

**Time : 3 Hours**

*Answer Question No. 1 & 2 which are compulsory and any **four** from the rest.*

*The figures in the right-hand margin indicate marks.*

1. Answer the following questions : 2 × 10
  - (a) In your own words, describe research methodology.
  - (b) Why is the problem definition stage probably the most important stage in the research process ?
  - (c) Most projective techniques attempt to discover a respondents true feelings how ?
  - (d) State two merits of secondary data.
  - (e) Name two common objectives of cross-sectional surveys.
  - (f) Under what conditions observation studies most appropriate ?
  - (g) Discuss two differences between validity and reliability.
  - (h) What do you mean by sampling frame ?
  - (i) How does 't – distribution' differ from 'Z – distribution' ?
  - (j) What do you mean by within group variance ?

**2. Case Study :**

X Ltd provide a number of management consulting services to clients around the country. X Ltd. has four business units : X Marketing Research, X – Customer satisfaction, X – Consulting Group and the training and development centre.

**P.T.O.**

X - Marketing Research provides full service custom marketing research, analysis and consulting for customer and business-to-business product and service companies to help them understand market place dynamics nationwide. Service include product testing, brand equity research, pricing research, market segmentation, image and positioning studies and a wide range of marketing research services. X Ltd providing marketing research services to many big companies and has tremendous depth of experience in all forms of research designs including telephone, internet, mail etc.

X Ltd's research procedures are typical of those of suppliers of customer research studies. A client may come to X Ltd indicating it has a market "problem". X Ltd. research will spend some time investigating the problem and then submit a research proposal to the client. If the client approves the proposal. X Ltd. conducts the fieldwork and prepares a research report. 10

**Questions :**

- a. Outline the steps in the survey research process.
- b. How might a company like X Ltd. help a client in each step of the survey research process ?
3. How would you define a research design ? What are the significant elements of a research design ? Illustrate with examples. 10
4. What is the difference between a questionnaire and a schedule ? Write the principles should be followed for an ideal questionnaire design. 10
5. A sample of 16 MBA students of a college was taken and information was obtained on their starting salary after their appointment in a company. The mean monthly starting salary was found to be Rs.30,200 with a standard deviation of Rs.960. The post data on the starting salary has given a mean value of Rs.30,000. Using a 5% level of significance, can we conclude that the average starting salary is different from Rs.30,000. 10

(Table value at 5% = #2.131)

6. The following table gives the number of good and defective parts produced by each of the three shifts in a factory. 10

Shift	Good	Defective	Total
Day	900	130	1030
Evening	700	170	870
Night	400	200	600
	2000	500	2500

Is there any association between the shift and the equality of the products produced ? Use a 0.05 level of significance

(Table Value 0.05 = 5.991)

7. An officer of the health department claims that 60% of the male population of a village comprises smokers. A random sample of 50 males showed 35 of them were smokers. Are these sample results consistent with the claim of the health officer. Use a level of significance of 0.05. 10

(Table value = 1.645)

8. What should be the ideal structure of a research report ? What are the elements of structure defined by you ? 10