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Total Number of Pages: 2

MBA  
MBA 205

**2<sup>nd</sup> SEMESTER BACK EXAMINATION, 2016-17**  
**RESEARCH METHODOLOGY AND SPSS**

**Branch: MBA**

**Time: 3 Hours**

**Max Marks: 70**

**QCode :Z987**

**Answer Question No.1 which is compulsory and any five from the rest.**

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

**Q1 Answer the following questions: (2 x 10)**

- a) Define Type-I, and Type-II error
- b) What are different measurement scales?
- c) Write the principle of experimental research designs.
- d) What is coding ? Give an example.
- e) What do you mean by one-tail and two-tail test ?
- f) What is meant by discriminant analysis ?
- g) Write the uses of bibliography .
- h) What do you mean by sample error ?
- i) When do you use chi-square test ?
- j) What do you mean by open-ended and close-ended questionnaire ?

**Q2** The following table gives the no. of LCDs sold by three sales man

salesmen/month	January	February	March	April
S1	3	6	8	7
S2	3	5	7	5
S3	3	5	4	4

**(10)**

Is there any significant difference between three sales men? Test at 5% level of significant. (Table value 4.26)

**Q3** What point will you keep in mind while preparing a research report?  
Explain the format of the research report. **(10)**

**Q4** What do you mean by research process? Explain the primary stage of the research. **(10)**

**Q5** a) Describe different types of research briefly.  
b) A sample of 100 MBA student ,we have a mean grade point 7.43, can it be reasonably regarded as a simple sample of BPUT MBA students of mean grade point 6.89 and of standard deviation 2.5.Test at 5% level of significant.( $t_{0.05}=1.96$ ) **(5+5)**

**Q6** What do you mean by sampling technique? Describe different types of technique briefly . **(10)**

**Q7** What guidelines you have to follow in design of questionnaire. Describe different states of questionnaire design. **(10)**

**Q8** The Table given below shows the data obtained during outbreak of smallpox:

	Attacked	Not attacked
Vaccinated	30	470
Not Vaccinated	185	1315

Test the effectiveness of vaccination in preventing the attack from smallpox. Test your result with the help of chi square at 5% level of significance. (Table value 5.99)

**(10)**