

2M5106

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M. B. A (Sem. II) (Main/Back) Examination, July - 2014
M-206A Research Methods In Management

Time : 3 Hours]

[Total Marks : 70
[Min. Passing Marks : 28

Instructions to Candidates :

- (1) The question paper is divided in two sections.
- (2) There are sections A and B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contain short case study / application base 1 questions which is compulsory.
- (3) All questions are carrying equal marks.

1. NIL

2. NIL

SECTION - A

- 1 Describe different types of Research in brief. Define the main problems which are encountered by a researcher in the business research.

8+6
- 2 What is the significance of sample selection in Research ? Describe and distinguish probability and non-probability sampling.

6+8
- 3 'Processing and analysis of data implies Editing, Coding, Classification and Tabulation'. Describe these operations in brief, pointing out the importance of each in context of research study.

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4. Write short note on the following :
- (a) Different sources of Secondary Data.
 - (b) SPSS and Its use in Data Analysis.

8+6

5. A consumer goods manufacturing company wants to test whether its three salesmen X, Y and Z tend to make sales of same size or they differ in their selling ability as measured by the average size of their sales. During the last week out of 12 sales calls X made 4, Y made 3 and Z made 5. The following are the weekly sales record of the three salesmen in 100.

X	Y	Z
2	1	5
3	2	4
4	3	3
5		2
		1

Determine whether the three salesmen's average sales differ in size, taking 5% level of significance. Table value of F at 0.05 level and 2 and 9 degree of freedom is 4.26.

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6. Give the format of Research Report in brief describing its element with example.

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SECTION - B

7. The following table gives the number of good and defective parts produced by each of the three shifts in a factory. Using a 5% level of significance find if there is any association between the shift and the quality of the part produced.

Given value of χ^2 at 5% level of significance is 5.991.

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

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