

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

PHD (Management)

RESEARCH METHODOLOGY (MANAGEMENT)

Subject Code : PHD-901

Time : 3 Hrs.

Max. Marks : 100

INSTRUCTIONS TO CANDIDATES:

1. Attempt any FIVE questions out of EIGHT question.
2. Each question carry TWENTY marks.

1. What are the philosophical assumptions of qualitative research? Explain with the help of examples.
2. How will you select an appropriate research design for the given research problem? Why is it important to select research design? Discuss various types of conclusive research designs.
3. a. Highlight the role of literature review in research problem identification. How does scientific literature differ from advocacy literature review? Discuss
b. What is the role of 'conceptual definitions' and 'operational definitions' in the foundation of research?
4. What is sampling? How will you determine the final sample size for your research? Discuss various techniques of finalizing the sample size.
5. What is reliability and validity of an instrument? Discuss various techniques of establishing the reliability of an instrument.
6. What is the statistical generalization? Discuss the role of various parametric tests in statistical generalization.
7. What is Multidimensional Scaling? Discuss the application of multidimensional scaling in marketing.
8. What are various assumptions of Regression? Discuss in detail.