

Roll No.

Total No. of Pages : 02

Total No. of Questions : 08

Ph.D in Faculty of Management

RESEARCH METHODOLOGY

M.Code : 77396

Time : 3 Hrs.

Max. Marks : 100

INSTRUCTIONS TO CANDIDATES:

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

Q1. a) What is descriptive research? When do researchers conduct it? Explain it by citing business examples.

b) What is the importance of case study analysis in understanding and exploring a researcher problem?

Q2. a) What is a pre-construction phase of the questionnaire and what are the steps to be considered for launching the pre- construction phase of the questionnaire?

b) What is focus group interview? Explain the advantage and disadvantage of focus group interviews.

Q3. What is meant by scaling? Establish the difference between nominal scale, ordinal scale and ratio scale. Also discuss the relative superiority of these scales in the light of their importance for a researcher.

Q4. a) Discuss the basic approaches to deal with the issue of reliability and validity in a research. Explain by citing examples.

b) What are double-barreled, leading and loading questions in a questionnaire? How do they impact the effectiveness of a questionnaire?

Q5. a) What is observation? What is personal observation and under what circumstances is this a preferred option by a business researcher?

b) What are the various types of experimental designs available for a researcher to conduct research? Discuss by explaining utility and limitation of each design.

Q6. What do you understand by ANOVA? Explain the procedure of calculating SSC (Sum of Squares between columns), SSR (Sum of Squares between rows), SSI (Sum of Squares interaction) and SSE (Sum of Squares of errors).

Q7. a) What is the importance of chi-square distribution in decision making and under what circumstances is the chi-square test used for decision making?

b) What are the main problems a researcher faces when he/she applies non- parameter test? Explain by citing examples.

Q8. Write note on-

a) Heteroscedasticity and multicollinearity in regression.

b) Application of time series analysis.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.