NAHARIA INSTITUTE OF TECHNOLOGY Library Date..... BANGALORE

CBCS SCHEME

USN | | | | | | | | | | |

18MBA23

Second Semester MBA Degree Examination, Dec.2019/Jan.2020
Research Methodology

Time: 3 hrs. Max. Marks:100

Note: *1. Answer any FOUR full questions from Q.No.1 to 7.*
2. Q.No. 8 is compulsory.

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

1 a. Explain the term Research Methodology. **(03 Marks)**
b. How do exploratory and descriptive research design differ from each other? **(07 Marks)**
c. Discuss the systematic steps employed in designing a research process. **(10 Marks)**

2 a. What are projective techniques? **(03 Marks)**
b. Differentiate between Simple Random Sampling and Stratified Random Sampling. **(07 Marks)**
c. Explain the following experimental designs :
(i) Before-and-after without control design
(ii) After-only with control design. **(10 Marks)**

3 a. State the sources of secondary data. **(03 Marks)**
b. Explain the main requirements of a good questionnaire. **(07 Marks)**
c. Discuss any 3 non-probability sampling techniques with their relative methods. **(10 Marks)**

4 a. What is cross tabulation? Give an example. **(03 Marks)**
b. Explain the criteria of good research. **(07 Marks)**
c. Describe the four types of basic measurement scales that are employed in research. **(10 Marks)**

5 a. What is a pilot study? **(03 Marks)**
b. Explain the steps in editing and coding of data. **(07 Marks)**
c. Explain the steps involved in testing of hypothesis. **(10 Marks)**

6 a. Explain the errors in hypothesis testing. **(03 Marks)**
b. Bring out the differences between cross-sectional and longitudinal studies. **(07 Marks)**
c. What are the different types of qualitative techniques of data collection in research? **(10 Marks)**

7 a. What are independent and dependent variables? **(03 Marks)**
b. Briefly explain the research application in business decisions. **(07 Marks)**
c. Explain the main and sub components of a written research report. **(10 Marks)**

8 **CASE STUDY (Compulsory) :**

AMF milk federation is a state level marketing federation dealing with procurement and marketing of milk in India. With 14 state wide district dairy units it procures over 75 lakh litres of milk and is able to sell only 36 lakh litres. It converts rest of the milk into value added products like ghee, sweets, chocolates, ice creams etc. The surplus milk is converted into milk powder for which it incurs an additional cost of Rs.7 to Rs.8 per litre. Drowned by the problem of plenty, the federation has reduced the procurement price of milk by Rs. 2 per litre recently. This downward revision of rates affected 24 lakh dairy farmers. The surplus stock of skimmed milk powder, white butter could not be dumped into market, as it would disturb business dynamics.

Keeping in mind the company's responsibility towards the farmers and compulsion to purchase milk supplied by farmers, answer the following :

a. What type of research would you suggest to AMF milk federation? **(05 Marks)**
b. Formulate the research problem and objectives of this research. **(05 Marks)**
c. Who are the sample respondents for data collection? **(05 Marks)**
d. What are the suggestions that AMF can expect from you to manage surplus. **(05 Marks)**

* * * * *

VTU - AY - AY - AY