

**Subject : Research Methodology**

Day : Tuesday  
Date : 20/12/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 70 Total Pages : 1

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**N.B.**

- 1) Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
  - 2) Figures to the right indicate **FULL** marks.
  - 3) Answers to both the sections should be written in the **SAME** answer book.
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**SECTION – I**

- Q.1** What is the meaning of the term ‘Research’? Discuss the applications of research in functional areas of management. (14)
- Q.2** What is non-probability sampling? Explain the non-probability sampling techniques giving suitable illustrations. (14)
- Q.3** Explain the steps involved in processing of data. (14)
- Q.4** What is the significance of writing a research report? Give the format of an ideal research report. (14)
- Q.5** Write short notes on **ANY TWO**: (14)
- a) Representative sample
  - b) Survey methods
  - c) Exploratory research
  - d) Type I and Type II errors

**SECTION – II**

- Q.6** A leading Airline company is wants to find the customer satisfaction for its customers. Prepare a research design and give the draft of questionnaire for the same. (14)
- Q.7** What is Chi-square test? When is the chi-square test applied? Give examples. (14)
- Q.8** Discuss the interview method. State the different precautions that should be taken to ensure successful collection of data through interviews. (14)

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