Roll No. ………………………….

MBA-10/DIM-10 (Master of Business Administration/
Diploma in Management)
Second Semester, Examination 2012
CP 1007
Research and Communication Methodology

Time: 3 Hours **Maximum Marks: 60**

Note: This paper is of **sixty (60)** marks containing **three (03)** sections. Learners are required to attempt the questions contained in these sections according to the detailed instructions given therein.

SECTION – A

(Long-answer - type questions)

Note: Section 'A' contains four (04) long-answer-type questions of fifteen (15) marks each. *Learners are required to answer two (02) questions only.***(2*15=30)**

1. How do you define a research problem? Discuss the main issues which should receive attention of the researchers in formulating the research problem?

2. What is Hypothesis? What are the common theoretical features that are necessary to evolve a hypothesis?

3. What are the various components of research reports? Explain.

4. ABC International Bank Ltd. plans to start a branch in your city. You have been appointed a consultant to make a survey and prepare a research design based on your survey;which would be helpful for the bank management in taking the decision regarding

setting up a branch in your city. Explain the research design and the process of the research design in this case.

SECTION – B

(Short – answer – type questions)

Note: Section 'B' contains eight (08) short- answer type questions of five (05) marks each. *Learners are required to answer four (04) questions only.* Answers of these questions must be restricted to twohundred fifty (250) words approximately.   **(4*5=20)**

Briefly discuss *any four (04)* of the following;

1. Distinguish between Statistics and Parameters.

2. Distinguishbetween Schedule and Questionnaire?

3.Explain the Case study method.

4. Distinguish between Deductive approach and Inductive approach to business research?

5. How does the role of business research change with the different maturity levels of the firm?

6. Differentiate between Exploratory research and Descriptive research?

7. What are the various types of sampling techniques used in business research?

8..Distinguish between Formal and Informal communication?

SECTION – C

(Objective – type questions)

Note: Section 'C' contains ten (10) objective –type questions of one (01) mark each. *All the questions of this section are compulsory.*

(10*1=10)

Indicate whether the following are true or false;

1. Null and alternate hypothesis are chosen only after the sample is drawn. (T/F)

2. Discovery of new knowledge with the explicit goal of applying that knowledge to commercial use is called fundamental research.(T/F)

3. Experimental research is unique in that it is the only type of research that directly attempts to influence a particular variable, and also when used properly, can really test hypothesis about cause-and-effect relationships.. (T/F)

4. Non-sampling errors occur due to errors of computation at the stage of classification and processing of data. (T/F)

5 A simple random sample is a sample selected from a population in such a manner that all members of the population have an equal chance of being selected. (T/F)

Indicate the correct answer-option;

6. A rating scale which is designed to measure the connotative meaning of events, objects and concepts is called:

(A) Staple Scale

(B) Likert Scale

(C) Rank Order Scale

(D) Semantic differential Scale

7. What effect does increasing the sample size have upon the sampling error?

(A)) It reduces the sampling error

(B) It increases the sampling error

(C) It has no effect on the sampling error

(D) None of the above

8. Standardizing the interview schedule can reduce interviewer variation in terms of:

(A) The way in which questions are phrased by the interviewer

(B) The order in which questions are asked

(C) The procedures used to code and analyze survey data

(D) All of the above

9. Which one of the following is not a Non- Probability method of sampling?

(A) Judgmental Sampling

(B) Convenience Sampling

(C) Snow-ball Sampling

(D) Cluster Sampling

10. A system of assigning numeric values to objects in order to label them is called:

A) Ordinal Scale

(B) Nominal Scale

(C)Interval Scale

(D) None of the above