

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2016-18)
PGDM Trimester III Examination April 2017

Subject	Research Methodology		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	24.04.2017

Note:

1. Question 1 is compulsory
2. Answer any four out of remaining six questions (Q 2 to 7).

Q. 1 A. Define the following terms (Any four) **4**
 1. Sample frame 2. Ratio Scale 3. Dispersion of data
 4. Action research 5. Grounded theory

Q. 1 B. Differentiate between the following pairs (Any four) **8**
 1. Exploratory vs. Explanatory research
 2. Probability vs. non probability sampling
 3. Inductive vs. deductive approach of research
 4. Left skewed vs. right skewed distribution
 5. Structured vs. Unstructured interviews

Q. 1 C. Write short notes on (Any four) **8**
 1. National Sample Survey Organization
 2. Review process in research publication
 3. Kings Model of Report writing
 4. Types of questions in the questionnaire
 5. Use of softwares in data analysis

Q. 2. Answer any two **10**

- Q. 2 A.** Explain the term scientific method of enquiry with its components.
Q. 2 B. Justify how scientific method is applicable to conduct research in business and management.
Q. 2 C. Illustrate with example the role of a scientific method in arriving at a decision relating to management.

Q. 3. Answer any two **10**

- Q. 3 A.** Describe steps involved in the identification of a research problem.
Q. 3 B. What are research objectives? How are they spelt out?
Q. 3 C. A lot of financial input goes into the process of farming. Many farmers are unable to recover the amount spent. Can you plan a research to find out agriculture related expenses and help the government to decide guaranteed prices to foodgrains.

Q 4. Answer any two **10**

- Q. 4 A.** What is the meaning of research design? Why is design so important in research activities.
Q 4 B. Explain the term research strategy. Discuss different strategies used in management studies.
Q. 4 C. Polio vaccination has been a successful project in India. What research design would you suggest to explore the causes of success?

Q. 5. Answer any two **10**

Q. 5 A. Explain the need for sampling in research?

Q 5 B. What care would you take in selecting a representative sample?

Q 5 C. A research scholar is interested in conducting a study of expenditure patterns of Ganesh mandals. How should he/she select a representative sample for his study?

Q 6. Answer any two **10**

Q. 6 A. Explain different scales used for in social science research.

Q. 6 B. Describe different methods used in collecting data in management research.

Q 6 C. A fresh graduate wants to conduct research on the Impact of mobile telephony on family relationships. What advice would you give to make the task successful?

Q. 7. Answer any two **10**

Q. 7 A. Describe different formats in which we get a qualitative data.

Q 7 B. Mean, median and mode are termed as central tendencies. How are they different from each other?

Q 7 C. A manager of a shopping Plaza has realised that his patronage has decreased in the recent past. What research should he commission to overcome this problem?