



ASSIGNMENT

DRIVE	SPRING 2014
PROGRAM	MBADS/ MBAFLEX/ MBAHCSN3/ MBAN2 – SEM 3 PGDBMN/ PGDENMN/ PGDFMN/ PGDHRMN/ PGDHSMN/ PGDIB/ PGDISMN/ PGDMMN/ PGDOMN/ PGDPMN/ PGDROMN/ PGDSCMN/ PGDTQMN – SEM 1
SUBJECT CODE & NAME	MB0050 RESEARCH METHODOLOGY
BK ID	B1700
CREDITS	4
MARKS	60

Note: Answer all questions. Kindly note that answers for 10 marks questions should be approximately of 400 words. Each question is followed by evaluation scheme.

Q.No	Questions	Marks	Total Marks
1	<i>Briefly describe the different steps involved in a research process. Distinguish between descriptive and causal research studies.</i>		
	Meaning of research	2	10
	Steps	5	
	Differences	3	
2	<i>Distinguish between primary and secondary methods of data collection. Explain the Interview method of data collection</i>		
	Differences	5	10
	Explanation of Interview method of data collection	5	
3	<i>a. Discuss four types of measurement scales with examples. b. Briefly explain the concepts of reliability, validity and sensitivity.</i>		
	a. Meaning of Measurement scales and types of Measurement scales with examples	5	10
	b. Explanation of the concepts of reliability, validity and sensitivity	5	

4	<p>a. Distinguish between:</p> <p><i>i. Schedules and Questionnaires</i></p> <p><i>ii. Open ended and closed ended questions</i></p> <p>b. What are the different modes of administering a questionnaire? What are the conditions that merit the use of one over the other? Discuss by using suitable examples.</p>																										
	<p>a. Differences</p> <p>b. Modes of administering a questionnaire</p>	<p>4</p> <p>6</p>	<p>10</p>																								
5	<p>a. What is the analysis of variance? What are the assumptions of the technique? Give a few examples where the techniques could be used.</p> <p>b. The following data represents the number of units produced by four operators during three different shifts:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th rowspan="2">Shifts</th> <th colspan="4">Operator</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> </tr> </thead> <tbody> <tr> <td>I</td> <td>10</td> <td>8</td> <td>12</td> <td>13</td> </tr> <tr> <td>II</td> <td>10</td> <td>12</td> <td>14</td> <td>15</td> </tr> <tr> <td>III</td> <td>12</td> <td>10</td> <td>11</td> <td>14</td> </tr> </tbody> </table> <p>Perform a two-way analysis of variance and interpret the result.</p>	Shifts	Operator				A	B	C	D	I	10	8	12	13	II	10	12	14	15	III	12	10	11	14		
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	<p>a. Meaning, Assumptions and examples</p> <p>b. Formulas, Calculation, Solution and Interpretation to the problem</p>	<p>4</p> <p>6</p>	<p>10</p>																								
6	<p>Explain the three basic principles of professional ethics that any research must follow. How do you follow an ethical practice while collecting information from the respondents?</p>																										
	<p>Basic principles of professional ethics</p> <p>Ethical codes related to respondents</p>	<p>6</p> <p>4</p>	<p>10</p>																								

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