

Remarks were as follow : -Poor formatting -No references -No links in the paragraphs -Farfetched report -Not related to topic.

As an MBA student give suggestion to Sheenu to make her report better. Your answer must include solution to all the remarks given by the professor.

MBCP 1005

M.B.A. DEGREE EXAMINATION, DECEMBER 2025.

First Semester

Common Papers

RESEARCH METHODOLOGY

(2023–24 Regulation)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. List out the steps involved in research design.
2. Draw the model of scientific research and list out its components.
3. How does a questionnaire differ from a schedule?
4. Identify the research settings where simple random sampling technique can be used.
5. State the salient features of an ideal table used for presenting statistical data.

6. Explain the concept of standard error.

7. Name any three multivariate techniques and write any four areas where it can be applied.

8. State the features of a good research report.

PART B — ($5 \times 8 = 40$ marks)

Answer any FIVE questions.

9. 'Research design in exploratory must be flexible but in descriptive studies, it must minimize bias and maximize reliability. Discuss.

10. Critically examine the need for field surveys in the analysis of socio-economic change.

11. How can observational methods be classified? What are the key distinction among various types?

12. Suggest a suitable scale for measuring the attitude of workers towards their jobs and work environment with minimum fifteen question in the questionnaire for measuring psychometric components only.

13. Explain the steps involved in hypothesis testing and in the possible errors that can occur in hypothesis testing process.

14. The means height of two samples of size 1000 and 2000 numbers are 67.5 inches and 68.0 inches respectively. Can the samples be regarded as drawn from the same population of standard deviations 2.5 inches.

15. Illustrate factor analysis with an example.

16. Explain the significance of a research report and narrate the various steps involved in writing such a report.

PART C — ($1 \times 15 = 15$ marks)

Compulsory

Answer the following.

17. Case study :

Sheenu was a first year student of MBA. She had her first assignment which was, a report on a current political scenario in India. She submitted the assignment with great enthusiasm as it was her first assignment and she thought she did a very great job. After the assessment when she got her marks she was very disappointed, she just scored 47%. With the marks she also got remarks from the professor.