

2207M048

**Master of Vocation  
Management (Banking and Finance)  
Subject: Research Methodology  
Subject Code: MGM-902  
Semester: Fourth  
July 2022  
Theory (External): 70 Marks  
Time: 03 Hours**

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**Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

**Roll Number**

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**SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)**  
(10x2=20 Marks)

- A. List the qualities of good hypothesis?
- B. What are the characteristics of a good questionnaire?
- C. What is meant by sampling error?
- D. Define data processing.
- E. Discuss the characteristics of research report?
- F. Describe the concept of Stratified Random sampling.
- G. Difference between Sampling and Non Sampling Error.
- H. Explain type I error and type II error.
- I. Explain uses and application of Chi-Square Method?
- J. What are the essential characteristics of a good questionnaire?

**SECTION –B (ESSAY TYPE QUESTIONS)**  
(5x10=50 Marks)

1. Distinguish between 'primary data' and 'secondary data'. Are the data collected for the census in India and published in the census reports primary or secondary data?
2. Define Exploratory Research Design and name the various techniques employed in this research design.
3. What are the functions of measurement? Give the measurement process. What are the different types of scales?
4. Explain the ethical issues involved in business research. How can they be resolved?
5. What is Statistical Hypothesis? Discuss the procedure of

testing Hypothesis with example.

6. Difference between Census and Sampling methods. Explain the different techniques of sampling method with illustration.
7. What do you mean by data analysis? Explain it with example. Also briefly explain the contents of a research report.
8. Case Study:

Tasty Food is a German based restaurant chain. It is famous for its continental cuisines. The restaurant has incurred a loss of two crores in its first two years of operation and wondering what needs to be done to be successful in Indian market.

**Questions:**

- a. Discuss research problem in the above case and formulate research objectives.
- b. Draft at least five hypothesis for the study,
- c. Design a questionnaire to collect data for the research study.

==END OF THE PAPER==