**SESSION AUG – SEPT 2022**

**PROGRAM MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER III**

**COURSE CODE &amp; NAME RESEARCH METHODOLOGY CODE: DMBA301**

**CREDITS 4**

**Set – 1st**

**1. Describe in detail each step of the Research Process**

**Ans:**

**Step 1:** Defining and Formulating Research Problems: It is the first step for a research process. In this step the researcher has to convert a management problem to a research problem.

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**2. Discuss the advantages and disadvantages of using questionnaires and interviews as data collection methods.**

**Ans: Advantages of Questionnaire Method**

A. Economical It is an efficient and economical way of gathering information. It saves time, money, and effort for both the sender and respondents. The researcher has to pay only for postage and paper printing.

B. Wide Coverage Compared to other methods, like observation or interview-based, the best method to collect

**3. Explain any four of the different probability sampling techniques.**

**Ans:** Types of Probability Sampling with Examples Probability sampling is a sampling technique in which researchers select samples from a larger population using a method created on probability theory. This sampling procedure or technique considers every member of the

**Set – 2nd**

**4. Discuss any four Scaling Techniques of your choice.**

#### Ans: 1. Cumulative Scaling Method Guttman’s cumulative scaling approach (1944) is designed to see whether the sets of statements and propositions used to calculate attitudes will satisfy the conditions of a specific form of scale. This scaling technique’s main goal is to decide whether or not the attitude in question is ‘scalable.’” The horizontal lines were used to map the scale scores in his

**5. Provide illustrative explanations for the ideas of validity and reliability, focusing on why these concepts are important.**

**Ans:** Reliability is about the consistency of a measure, and validity is about the accuracy of a measure. It's important to consider reliability and validity when you are creating your research design, planning your methods, and writing up your results, especially in quantitative research.

### ****Reliability****

In

**6. A brand manager is concerned that his brand’s share may be unevenly distributed throughout the country. In a survey in which the country was divided into four geographical regions, a random sampling of 100 consumers in each region was surveyed, with the following results:**

|  |  |  |
| --- | --- | --- |
|   | REGION |   |
|   | NorthEasl | NorthWest | SouthEast | SouthWest | TOTAL |
| Purchase the brand | 40 | 55 | 50 | 45 | 190 |
| Do not ourchase | 60 | 45 | 50 | 55 | 210 |
| TOTAL | 100 | 100 | 100 | 100 | 400 |

**Calculate the sample chi-square (ꭓ 2 ) value and find at Alfa (α) = 0.05 and test whether the brand share is the same across the four regions. The tabular value of Chi-Square for Degree of Freedom = 3 and α = 0.05 is 7.815**

**Ans 6.**

**The null and alternative hypotheses for this test as follows:**

H0: All brands share is the same across the four regions.

Ha: Not all brands share is the not same across the four regions.

**Select the distribution to use**

We use the chi-