Ph.D Course Work Examination July-2023

MANAGEMENT

Course-I: Research Methodology

Time: 3 Hours   **Max. Marks: 70**

Answer any FIVE of the following questions. Each question carries 14 Marks   **(5x14=70)**

1. **a**. What do you mean by research? Explain its significance in modern times. **(7 marks)**
   b. Describe the different types of research, clearly pointing out the difference between an experiment and a survey. **(7 marks)**

2. **a**. Write a short note on criteria of good research. **(7 marks)**

   b. Write a short note on objectives of research. **(7 marks)**

3. **a**. How do you define a research problem? Give examples to illustrate your answer. **(7 marks)**
   b. Write a note on experience survey **(7 marks)**

4. **a.** Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample? **(7 marks)**

   b. Distinguish between cluster and area sampling. **(7 marks)**

5. **a**. Discuss the four types of measurement scales. **(7 marks)**

   b. Point out the possible sources of measurement error. **(7 marks)**

6. **a.** Distinguish between an experiment and survey. Explain the survey method of research. **(10 marks)**

   b. Write a note on depth interviews. **(4 marks)**

7. **a**. A market research survey in which 64 consumers were contacted states that 64 percent of all consumers of a certain product were motivated by the product's advertising. Find the confidence limits for the proportion of consumers motivated by advertising in the population, given a confidence level equal to 0.95. **(10 marks)**

   b. Distinguish between acceptance region and rejection region. **(4 marks)**

8. **a**. A drug research experimental unit is testing two drugs newly developed to reduce blood pressure levels. The drugs are administered to two different sets of animals. In group one, 350 of 600 animals tested respond to drug one and in group two, 260 of 500 animals tested respond to drug two. The research unit wants to test whether there is a difference between the efficacy of the said two drugs at 5 percent level of significance. How will you deal with this problem? **(10 marks)**

   b. Write a note on Chi-square as a test of "goodness of fit". **(4 marks)**

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