

**MASTER OF BUSINESS ADMINISTRATION
(NETWORK INFRASTRUCTURE MANAGEMENT)
(MBANIM)**

00955

Term-End Examination

December, 2011

**MCRP-018 : RESEARCH METHODOLOGY AND
PROJECT - I DESIGN OF NETWORKS**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any 5 questions. All questions carry equal marks.

1. (a) "Defining a Research Problem is half the work done". Explain what is meant by this statement and do you agree with this statement.
(b) Discuss the different methods which can be employed to define a research problem.
2. A senior HR executive has recently visited South Asian countries and has found that most of the workers working in the manufacturing sector have a very small fixed salary and the rest are on incentive basis. He has suggested to the management that such a scheme can be implemented in their manufacturing set up. However, the management wants the HR

executive to conduct research to find out if such a concept would be acceptable to the workers in their firm. Do you think any research is required before implementing as suggested by the management and how would such a research help the management in arriving at a suitable decision. Explain.

3. (a) Explain the different basic scales of measurement and the statistical analysis that would be applicable for each of the scales described above.
(b) Distinguish between Comparative and Non-comparative scaling techniques. Give examples where each of these would be most appropriate.
4. (a) What is the rationale in taking a sample instead of the Census ? Explain this with respect to Sampling and Non- sampling errors.
(b) Contrast stating the advantages and disadvantages between simple random sampling and stratified sampling.
5. (a) Data can be collected through either a Survey or by Observation. Explain using suitable examples when would you be using Survey and when would you consider using

Observation. What are the different classifications by which Observation can be undertaken ?

- (b) A quality control was required to determine the sample size that was required to estimate the diameter of the bars that were being manufactured by them. The error in estimation was required to be $\pm 0.01\text{mm}$. The standard deviation of the operation was known to be 0.03mm . A 95% confidence level was desired. Find the appropriate sample size that would be required by the quality control department. (Z value for 95% confidence can be taken as 1.96).
6. Descriptive statistics is usually a convenient way to process data obtained through a survey. Discuss some of the important descriptive measures/formats that can be adopted to understand the data collected and exhibited. Specifically mention the role of different pictorial methods and other numerical measures.
7. (a) Discuss the format of writing a research report.
- (b) Discuss the importance of writing a "Research Methodology" chapter in the research report.

8. (a) Discuss the circumstances when a researcher would use Non-Parametric tests instead of a Parametric Tests.
- (b) What is meant by Dependence and Interdependence techniques in Multivariate Analysis ? Give any two appropriate examples of each type of technique.
-