

Time: 2 ½ hrs.

Marks: 75 Marks

**Instructions:-**

- All Questions are Compulsory.
- All questions carry equal marks.

**Q1. Answer the questions in 2/3 lines. (Any 5 out of 7)****15 Marks**

- a) Marketing research
- b) Identify which variable is independent variable and which one is dependent variable if your studying the impact of mobile screening time on students' performance,
- c) Factual and inferential observation
- d) Meaning of research
- e) If the researcher wants to study the impact of HRM practices on organisational performance, then which type of data collection method would be employed? Why?
- f) Nominal and ordinal measurement scale
- g) Identify the type of hypothesis from the statement given below and explain the concept as well:  
"Hyperactivity is unrelated to eating sugar".

Q2. Why should a manager know about research when the job entails managing people, products, events, environments, and the like?

**OR**

Q2. What are the different types of research? Explain any three types in detail with practical examples.

Q3. What are the different methods of sampling?

**OR**

Q3. Use chi square test to check the belief that number of suicides are same across 10 months period. The data on number of suicide in District A is given below (tabulated value is 19.02).

120	170	120	60	70	15	80	50	160	140
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Q4. The following data shows on effect of training programme. Use paired t test to check whether there is any impact on outcome. (Tabulated value is 4.6)

Before training	220	240	246	264	250
After training	240	236	250	272	242

**OR**

Q4. Read the case carefully and answer the following questions given below:

Rajesh had been with the Manish International (MI) for a fortnight now and was due to meet Girish. He opened the door and walked in.

Girish asked him to be seated and said, "so doctor, what is the diagnosis?"

Rajesh Sharma had been recently hired as the company counselor at the company, as Girish Narang, the CEO, felt that he was fed up with his term of non performers. He had hand-picked the Band II decision makers from the most prestigious and growing enterprises. Each one came with a proven track record to strategic turnaround they had managed in their respective roles. So, why this inertia at MI? The salaries and perks were competitive, reasonable autonomy permitted in decision making and yet nothing was moving.

There had been too major mergers and the responsibilities had increase somewhat. When Rajesh went to meet Raj Malhotra, the bright star who had joined six months back, he was reported absent and seemed to be suffering from hypertension and angina pain. His colleague in the next cabin was not aware tshat Raj had not come for the past four days. As he was talking to Girish's secretary, he could hear Preete Bansal, the HR head, yelling at the top of her voice at a new recruit, who after six weeks of joining had come to ask her about her job role.

The Brand III executives had been with the company for tenure of 5 to 15 years and yet had not been able to make it to the Band II position (except two women employees). They went led back extremely critical and surprisingly were not moving.

Girish also seemed a peculiar guy. He was making some structural changes as suggested by Vaastu expert, to nullify the effect of 'evil spirits'. He had a history of hiring the best brains and then trying to fit them into some role in the organization. And in case, someone did not fit in, he would fire him without any remorse. He had changed his nature of business thrice and on the personal front, he was on the verge of his divorce.

The company had great infrastructure, attractive compensation packages and yet the place reeked of apathy. It was like a stagnant pool of the best talent. Was it possible to undertake operation clean up? (Source: Bhome, S.M., Prajapati, N., Banga, C. K., and Desai, S. S.(2016). Business Research Methods. Himalaya Publishing House).

- a) What is the management decision problem that Rajesh is likely to narrate Girish Narang?
- b) Convert and formulate it into a research problem and state the objectives of your study. Can you suggest theoretical framework about what you proposed to study?

**Q5. Short Notes (Any 3 out of 5)**

**15 Marks**

- a) "A research scholar has to work as a judge and derive the truth and not as a pleader who is only eager to prove his case in favour of his plaintiff." Discuss the statement pointing out the objectives of research.
- b) What are the features of good research?
- c) Basis of classification
- d) Quantitative research approach
- e) Calculate z value with the following information:

$\mu=800$   $\sigma=40$  sample size=36 and sample mean=200 tabulated value at 5% level of significance is 1.96.

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