

**School of Finance and Commerce**

**Master of Business Administration in Financial Management  
Semester End Examination - Aug 2024**

**Duration : 180 Minutes  
Max Marks : 100**

**Sem III - MBAF0901 - Research Methodology**General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What do you mean by "Semantic differential scale". K1(2)
- 2) Demonstrate the techniques of defining a research problem. K2(4)
- 3) Clearly explain the difference between collection of data through questionnaires and schedules. K2(6)
- 4) "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. K3(9)
- 5) Describe the different types of research, clearly pointing out the difference between an experiment and a survey. K3(9)
- 6) What is research problem? Define the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable examples to elucidate your points. K5(10)
- 7) "Changes in various economic and social phenomena can be measured and compared through index numbers". Examine this statement pointing out the utility of index numbers. K4(12)
- 8) What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples. K5(15)
- 9) Describe the different methods of scale construction, pointing out the merits and demerits of each K5(15)
- 10) Critically examine the following: (i) Interviews introduce more bias than does the use of questionnaire. (ii) Data collection through projective techniques is considered relatively more reliable. (iii) In collection of statistical data commonsense is the chief requisite and experience the chief teacher. K6(18)