



PG – 775

**II Semester M.B.A. Degree Examination, July/August 2014  
(2007-08 Scheme)**

**Paper – 2.1 : RESEARCH METHODOLOGY AND TECHNICAL WRITING**

Time : 3 Hours

Max. Marks : 75

**Instruction : Answer all Sections.**

**SECTION – A**

1. Answer **any six** of the following questions. **Each** question carries **two** marks.

**(6×2=12)**

- a) Define Research.
- b) What is Inductive logic of doing research ?
- c) What is Research gap ?
- d) List the methods of secondary data collection.
- e) What is scientific research ?
- f) Define Sampling Frame.
- g) What is univariate analysis ?
- h) What is data coding ?

**SECTION – B**

Answer **any three** of the following questions. **Each** question carries **eight** marks.

**(3×8=24)**

2. Explain type I and type II error for Hypothesis testing.
3. You are a research executive with a university offering a number of postgraduate courses like M.Com., M.C.A. and M.B.A. Though any kind of qualification enhances one's personality, still you believe that the two year M.B.A. programme offered by the university has slow and steady impact on the personality development (especially in terms of introversion/extroversion) of the students. What is the recommended research design ? Justify your selection. What would be the variables, hypotheses and the population under study ?

P.T.O.



4. Discuss any four Probability sampling techniques with their relative merits and draw backs.
5. What is scaling ? Describe briefly various scaling techniques.
6. The sales of data of an item in six shops before and after a special promotional campaign are as under :

Shops	A	B	C	D	E	F
Before Campaign	53	28	31	48	50	42
After Campaign	58	29	30	55	56	45

Can the campaign be judged to be a success ? Test at 5% level of significance.

#### SECTION – C

Answer **any two** of the following questions. **Each question carries twelve marks.**

(12×2=24)

7. Indicate the type of measurement scale you would use for each of the following characteristic. Why did you choose the scale you did ? Develop the appropriate question for each characteristics and the scale chosen.
  - a) Colour of a dishwasher
  - b) Age of TV
  - c) Occupation
  - d) Brand Loyalty
  - e) Readership of newspaper
  - f) Intention of purchase a TV
8. The three samples below have been obtained from normal populations with equal variances. Test the hypothesis that the sample means are equal :

8	7	12
10	5	9
7	10	13
14	9	12
11	9	14

The table value of Fat 5% level of significance for  $V_1 = 2$  and  $V_2 = 12$  is 3.88.

9. Explain the various types, objectives and functions of Research Report.



## SECTION – D

10. **Compulsory question** : The question carries **fifteen** marks. (1×15=15)

**Online Booking – Has the Time Come ?**

The day is not very far when the Indian travellers can criss-cross the globe with just a few clicks. Taking e-commerce and information technology services a step further, the Indian travel industry is composing itself to usher in the era of e-ticketing.

On-line booking involves pursuing of available information on travel websites and then making a reservation. However, if you are not the kind who prefers a particular airline, then you can check out travel sites, which collate flights details of all airlines, and are the apt place to book or bid for air tickets. Travel portals, such as [travelguru.com](http://travelguru.com), [arzoo.com](http://arzoo.com), [yatra.com](http://yatra.com), [indiatimes.com](http://indiatimes.com), [rediff.com](http://rediff.com), [makemytrip.com](http://makemytrip.com), and [cleartrip.com](http://cleartrip.com), would provide you all details of flights along with their fares in an ascending order, i.e., the lowest priced, ticket is featured first, on its web page.

The number of consumers who book travel tickets online is growing. But a switch from offline environment to online environment creates certain doubts in the minds of consumers. Such doubts have been termed as perceived risks in literature.

Also, the internet revolution has brought about significant changes in market transparency, defined as the availability and accessibility of information to market participants. For example, air travellers can use online travel agencies to browse through hundreds of travel offers to their destination, compared to typically few offers from a traditional travel agent or airline prior to the Internet era.

Generally, market transparency seems to benefit consumers because they are able to better discern the product that best fits their needs at a better price. However, there still is a large percentage of population who get their tickets booked through the traditional queuing system.

The advent of e-ticket booking over the past couple of years has led to the mushrooming of online travel agencies. These online service providers have in fact come up with a wide variety of services for faster and more convenient



mode of ticket booking. They offer a host of services starting from booking something as mundane as a train or flight ticket to something as exotic as a holiday. They offer various packages which have the entire itinerary for the proposed holiday. They even offer a convenient pick-up and drop service. With such a range of services being offered at your fingertips, expectations are that more and more number of travellers would start using such easy, fast and convenient services as compared to the conventional booking process across a reservation counter. Yet, we still observe long queues at the various reservation counters. And, we also know that there are a number of people who use the online services available to book their travel than through traditional travel booking counters.

Srininandan Rao, CEO of Ghoom.com, a travel portal that has been in existence for the past three years wondered whether he can look at a bigger customer base for his travel booking business or look at an alternative e-business.

**Questions :**

- 1) What is the kind of research study that you can undertake for Mr. Rao ?
  - 2) Formulate the research problem and the objectives of your study. Can you suggest an alternative research approach that you can take ?
  - 3) Develop a working hypothesis for your study.
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