



Master of Business Administration- MBA Semester 3

MB00 50 – Research Methodology - 4 Credits

(Book ID: B1206)

Assignment Set - 1 (60 Marks)

Note: Assignment Set -1 must be written within 6-8 pages. Answer all questions.

- Q1. a. Explain the types of research. 5 +5 = 10 marks
b. What is the significance of research in social and business sciences? (200 - 250 words each)
- Q2. What is meant by validity? How does it differ from reliability and what are its types? 10 marks
(300 - 350 words)
- Q3. a. Why literature survey is important in research? 5 +5 = 10 marks
b. What are the criteria of good research problem? (200 - 250 words each)
- Q4. Explain the procedure for Testing Hypothesis. 10 marks
(300 - 350 words)
- Q5. a. Explain the components of a research design. 5 +5 = 10 marks
b. Briefly explain the different types of research designs. (200 - 250 words each)
- Q6. a. What are the assumptions of Case Study Method? 5 +5 = 10 marks
b. Explain the Sampling process. (200 - 250 words each)