

Seat Number of Candidate: \_\_\_\_\_

**Savitribai Phule Pune University, Department of Management Sciences (PUMBA)  
MBA, Trimester – II, External Assessment Examination, February, 2017**

**Subject Code : 207 Name of Subject : Research Methodology**

Marks: 50

Time: 2.5 Hrs

**Instructions to the students –**

1. Answer any FIVE questions
2. All questions carry equal marks

- Q1. Explain meaning of Research and describe objectives of research with examples.
- Q2. Explain the types of research design.
- Q3. Discuss the dos and don'ts while framing questions in a questionnaire.
- Q.4 Write notes on the following
- A. Characteristic features of Scientific Method
  - B. Sampling unit and sampling frame
- Q5. Draw proportionate stratified random sample on the basis of the following:  
In a study of household expenditure a proportionate stratified sample is to be drawn with three different economic classes.  
The population 'N' consists of:
1.  $N_1$  – upper class=52
  2.  $N_2$  – middle class=71
  3.  $N_3$  – lower class=119
- It is decided to select a proportional sample with the sampling fraction of 1/15 from each population.  
Mention the following in your answer:
- a. Total N=Population
  - b. Sample from each population
  - c. Total sample size
  - d. Procedure of sample selection using table random numbers
- Q6. Prepare a questionnaire to study people's attitudes towards and expectations of smart cities. Include the following components:
- a. Front page format
  - b. Respondent's profile
  - c. Attitudes
  - d. Expectations
- Q.7. Describe the criteria for good measurements in the context of business research.

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