

Mid-West University
Examinations Management Office
Birendranagar, Surkhet
End Semester (Alternative/Physical) Examination-2078
Master of Business Administration (MBA)
Semester - I

Subject: Research Methodology
Full Marks: 50 Pass Marks: 25

Course Code: MGT 515
Time: 3:00 Hours

You are required to answer in your own words as far as applicable.

Attempt all of the following Questions:

5×10=50

1. Business research is an indispensable part of managerial decision making. Do you think the statement is correct? Justify your answer by giving arguments on how research helps improve the quality of managerial decisions. [10]
2. As a researcher you want to interview teenage boys (ages 13-18) who have some sorts of drug habits to know about what factors motivate them to take drugs. What types of sampling method will you chose? Your answer must include the brief description of the chosen sampling method and the reason of choosing it. [2+4+4]
3. Explain the process of experimental research. How do you differentiate it with casual comparative research design? [2+8]

OR

A personal interview involves a lot of preparation. In this context, what are the factors you have to be proficient at to conduct a good research interview? [10]

4. What do you know about the Thurston Scale? Describe the process of constructing Thurston Scale. [3+7]
5. The following table presents results marks scored by 260 students in a 20 marks exam. Write a few paragraphs to analyze and interpret the results shown in the table. [4+3+3]

| Demographic Group | No. of Respondent | Average Score |
|----------------------|-------------------|---------------|
| Total audience | 260 | 15 |
| By marital status | | |
| Married | 130 | 17 |
| Not married | 130 | 12 |
| By age | | |
| Under 25 | 130 | 14 |
| 25 and over | 130 | 15 |
| By employment status | | |
| Not employed | 90 | 13 |
| Employed | 170 | 18 |

OR

Why is research report needed? Discuss some of the qualities and of a good research report. [3+7]

The End