



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MMA/SEM-2/MMA-210/2011**

**2011**

**RESEARCH METHODOLOGY - II**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Type Questions )**

1. Choose the correct alternatives for the following :

10 × 1 = 10

- a) On the basis of time, research can be classified as
  - i) Qualitative versus Quantitative
  - ii) Pure versus applied research
  - iii) Cross sectional versus longitudinal research
  - iv) none of these.
- b) Which is not the research objective in quantitative study ?
  - i) description                      ii) exploration
  - iii) explanation                      iv) prediction.
- c) One of the following is not an observation method
  - i) Audit                                  ii) Trace analysis
  - iii) Content analysis                  iv) case study.

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[ Turn over



- d) Technique of developing measurement tool involves
- i) concept development    ii) concept dimension
  - iii) formulation of index    iv) all of these.
- e) Dichotomous questions are
- i) Structured and open ended
  - ii) Structured and close ended
  - iii) unstructured and open ended
  - iv) unstructured and close ended.
- f) Situation where sample is not preferred is
- i) infinite population
  - ii) destructive testing
  - iii) large sample size
  - iv) sensitive information is required.
- g) One's belief about having the capacity to perform a task is
- i) self-esteem                      ii) self dependency
  - iii) self efficiency                iv) none of these.
- h) The fundamental character of spirit of a culture
- i) values                              ii) ethics
  - iii) ethos                              iv) none of these.



- i) Incompatibility between one's expectations from one's own role
- i) inter-role conflict      ii) intra-role conflict  
iii) role mincing      iv) none of these.
- j) Job satisfaction and organizational commitment are two aspects of
- i) work attitude      ii) work motivation  
iii) performance      iv) work morale

### GROUP – B

#### ( Short Answer Type Questions )

Answer any *three* of the following.

$$3 \times 5 = 15$$

2. Define psychometric test Write down the pros and cons of Psychometric test. 2 + 3
3. "Success of formal as well as an informal interview depends upon the adequate selection of interviewers and upon their training" – Illustrate.
4. How is personality measured with the help of NEOAC questionnaires ? Form a questionnaire to measure at least one of the big five traits.
5. As a training manager how do you evaluate a training programme ?
6. How does Johari window relate to emotional intelligence ?



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. There are number of popular and well researched personality instrument used in business today. Among them which one is used to measure psychological preferences in how people perceive the world and make decisions ? – Explain in detail
8. Why do the organizations assess the performance of their employee on regular basis ? Discuss one individual and one multiple rating method
9. The most important aspect of organizational culture is the values it practices. Eight values may be examined to develop the profile of an organizational culture"- In the light of this statement discuss those eight values with organizational examples.
10. "One of the most important aspects of designing a questionnaire is improving your Response Rate, which requires providing the respondent with the motivation to complete the questionnaire." So as a researcher what steps would you follow to design a questionnaire ?
11. Write notes on the following (any two) :  $2 \times 7\frac{1}{2}$ 
  - i) Quantitative research plan.
  - ii) Social research
  - iii) Job satisfaction
  - iv) Structured interview.

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