

MRSPTU COURSE PLAN 2016 BATCH
COURSE CODE: MREM0-101 COURSE: RESEARCH METHODOLOGY

Class: MBA Semester: II Session: 2016-17 Batch: 2016

Course: Research Methodology

Course Code: MREM0-101

Name of Course Coordinator: Dr. Pritpal Singh Bhullar

Designation: Assistant Professor

College: Giani Zail Singh Campus College of Engineering & Technology

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Syllabus for 1 st Mid Semester Test	45% 1 st Unit Complete 2 nd Unit excluding Reliability and Validity
Syllabus for 2 nd Mid Semester Test	55% Reliability and Validity from 2 nd Unit 3 rd and 4 th Unit Complete
1 st Assignment (Appendix-1)	Date of Issue: 11/02/2017 Last date for Submission: 15/02/2017
2 nd Assignment (Appendix-2)	Date of Issue: 17/02/2017 Last date for Submission: 20/02/2017

Date: 13/02/2017

Signature:

Note:

1. The filled Performa is to be submitted by the Course Coordinator by email to daa.mrsstu@gmail.com immediately so that the information contained in it can be uploaded on www.mrsptu.ac.in.
2. The assignments are to be attached with email.

3. The Course Coordinators will prepare detailed solutions of the problems contained in the assignments.
4. Both word files and PDF files are to be submitted.

Department of Management Studies

Course Coordinator – Dr. Pritpal Singh Bhullar

Course – MBA

Semester – Second

Subject – Research Methodology

Subject Code – MREM1-101

Assignment – First

Submission Date – 15/02/2017

1. What is a research problem? What are the main issues that researcher faces while formulating the research problem.
2. What do you mean by Research Process? Explain various steps of Research Process?
3. What is Research Design? State the difference between exploratory research and conclusive research.
4. Explain Randomized Block Design.
5. What are extraneous variables? How the researchers control the extraneous variables in Latin Square Design?
6. What do you mean by Hypothesis? State the difference between Null Hypothesis and Alternative Hypothesis.

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Course Coordinator – Dr. Pritpal Singh Bhullar

Course – MBA

Semester - Second

Subject – Research Methodology

Subject Code – MREM1-101

Assignment – Second

Submission Date – 20/02/2017

1. State the differences between Primary data and Secondary data. What are various sources of collecting Secondary data.
2. What do you mean by depth interviews? Explain Laddering technique of conducting depth interview?
3. What are projective techniques in qualitative research? How Construction technique differs from Expressive technique?
4. What do you mean by Probability Sampling? How Stratified sampling differs from Cluster sampling?
5. What do you mean by Scaling? Under what conditions Likert's scale is constructed in conducting primary research?
6. What is questionnaire? Develop a questionnaire on consumer's perception about packaged food.

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