K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM (HCM) SEM-II

(Batch -2018-2020)

Subject: Research Methods

Date: 12th Jan 2019   Duration: 3 hours   Maximum Marks: 50

Note:

1. Assumptions, if any, must be specified.
2. Answer all the questions in the word document
3. Save the word document as PGHCM_ Roll number

Q1. A. What is sampling and sampling design? Elaborate with an example any three non-probability sampling types**.**   **(10M)**

B. If error of estimation is ₹100, at 94% confidence level what would be the sample size if Population standard deviation is ₹ 1000? **(5 M)**

Q2. **Refer to Tech-usage. sav file**, and find out association between Gender and Internet usage group. **(10 M)**

Q3. **Refer to Tech-usage. sav file;** is there a difference in attitude towards Technology and attitude towards internet across Gender? **(10 M)**

Q4. Explain Semantics differential scale, Likert scale and constant sum scale with one example each**. (5 M)**

Q5. A research was conducted to study the makeover of Private Hospital. The main room had bright lights and music. In a separate room, the renovation brought in plants, paintings, indirect lighting and white tablecloths and candles on the tables. The amount of time a sample of patients spent in the hospitals for each room was recorded. Is there an enough evidence to infer that there is a difference in the time spent in these two setups? **Refer Excel-time (10M)**

All the Best