

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270206 Roll No.

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MBA

(SEM. II) THEORY EXAMINATION 2013-14

BUSINESS RESEARCH METHODS

Time : 3 Hours

Total Marks : 70

Note :— Attempt all Sections.

SECTION—A

1. Answer all parts of this question : (7×2=14)
- (a) Define the term Research Methodology.
 - (b) What is meant by Empirical Research ?
 - (c) What do you mean by Ex Post Facto Research ?
 - (d) What do you understand by Sampling ?
 - (e) What are Non-Sampling Errors ?
 - (f) Differentiate between Nominal and Ordinal Scales.
 - (g) What is meant by a Questionnaire ?

SECTION—B

2. Attempt any three of the following parts : (3×7=21)
- (a) Differentiate between Research Methods and Research Methodology. Also discuss the criteria for good research.

- (b) What is Scientific Method of Research ? Differentiate between Scientific and Non-Scientific methods.
- (c) Describe the various steps involved in research process.
- (d) Discuss various problems encountered by researchers in India.
- (e) Briefly discuss the applications of research in various functional areas of management.

SECTION-C

Note :- Attempt all questions : (5×7=35)

- 3. What is Research Design ? Differentiate between Exploratory Research Designs and Descriptive Research Designs.

OR

What is Secondary Data ? Differentiate between primary and secondary data. Briefly describe various sources of secondary data.

- 4. What is Sampling Design ? Differentiate between probability and non-probability sampling design.

OR

Explain the concepts of measurement and scaling. Also explain the concepts of Reliability and Validity in measurement.

- 5. Differentiate between Questionnaire and Schedule. Also describe the procedure of questionnaire designing.

OR

What are Observational Forms ? Describe the observation method of primary data collection.

- 6. What is Data Processing ? Describe various data processing operations.

OR

What is an Statistical Hypothesis ? Explain the procedure of hypothesis testing.

- 7. Write short notes on any two of the following :

- (i) Bivariate Analysis
- (ii) Multivariate Analysis
- (iii) Report Writing
- (iv) Oral Presentation.