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M.B.A.**THEORY EXAMINATION (SEM-II) 2016-17
BUSINESS RESEARCH METHODOLOGY****Time : 3 Hours****Max. Marks : 100****Note : Be precise in your answer.****SECTION – A****1. Attempt all parts of the following questions: 10 x 2 = 20**

- (a) What are Objectives of research?
- (b) Discuss briefly about Research hypothesis.
- (c) Discuss briefly about probability sampling.
- (d) Differentiate Cluster v/s area sampling.
- (e) What are Experimental group and control group?
- (f) What are Components of research problem?
- (g) What are important aspects of questionnaire?
- (h) Discuss briefly about Cross tabulation.
- (i) What is sampling frame?
- (j) What is research methodology?

SECTION – B**2. Attempt any five of the following questions: 5 x 10 = 50**

- (a) Give your understanding of good research design. Is single research design suitable in all research studies? If not, Why?
- (b) A distribution consists of three components with total frequencies of 200, 250 and 300 having means 25, 10, 15 find mean of combined distribution.
- (c) Are you agreeing with the statement “reliable measurement is necessarily a valid measurement”. Give reasons in support of your answer.
- (d) What are the guiding considerations in the construction of questionnaire? Explain.
- (e) Explain the steps in Research process with the help of flowcharts of research process.
- (f) Write a short note on experience survey explaining fully its utility in exploratory research studies.
- (g) What is the necessity of defining research problem? Explain.
- (h) Processing of data implies editing, coding, classification and tabulation. Describe in brief in these operations in context of research study.

SECTION – C**Attempt any two of the following questions: 2 x 15 = 30**

- 3. Why tabulation is considered essential in research study? Narrate the characteristics of good table.
- 4. Mention the different types of report, particularly pointing out the difference between a technical and popular report.
- 5. What do you mean by sample design? What points should be taken into considerations by researcher in developing a sample design for the research project?