

**MBA**  
**(SEM II) THEORY EXAMINATION 2017-18**  
**BUSINESS RESEARCH METHODS**

**Time: 3 Hours****Total Marks: 70**

**Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.  
2. Be precise in your answer.

**SECTION A**

1. Attempt *all* questions in brief. **2 x 7 = 14**

- a. Define Research Methodology.
- b. What is a Research Problem?
- c. What is Applied Research?
- d. Differentiate between Nominal and Ordinal Scales
- e. What are important aspects of questionnaire?
- f. Explain pilot testing.
- g. What is sampling frame?

**SECTION B**

2. Attempt any *three* of the following: **7 x 3 = 21**

- a. What is Scientific Method of Research? Differentiate between Scientific and Non-Scientific methods.
- b. Give your understanding of good research design. Is single research design suitable in all research studies? If not, Why?
- c. Processing of data implies editing, coding, classification and tabulation. Describe in brief in these operations in context of research study.
- d. What do you mean by Hypothesis and describe the procedure of testing hypothesis?
- e. Briefly discuss various kinds of chart and diagram used in data analysis.

**SECTION C**

3. Attempt any *one* part of the following: **7 x 1 = 7**

- (a) What is Experimental Research and discuss in brief various experimental research designs?
- (b) What is Sampling Design? Differentiate between probability and non-probability sampling design.

4. Attempt any *one* part of the following: **7 x 1 = 7**

- (a) What is the difference between primary and secondary data? Why is it important to obtain secondary data before primary data? Enlist the important methods of collecting primary data.
- (b) Are you agreeing with the statement "reliable measurement is necessarily a valid measurement"? Give reasons in support of your answer.

5. Attempt any *one* part of the following: **7 x 1 = 7**

- (a) What is measurement and discuss primary scales of measurement?

(b) Briefly discuss the steps in Research Process.

6. Attempt any *one* part of the following:

7 x 1 = 7

- (a) Explain the meaning of ANOVA and describe briefly the technique of one way ANOVA.
- (b) What do you mean by Linear Regression Analysis? Explain its meaning and two lines of regression. What is the relationship between correlation and regression co-efficient?

7. Attempt any *one* part of the following:

7 x 1 = 7

- (a) What is Descriptive Research Design? Explain its Concept, Types and Uses
- (b) Explain the following in research methodology (i) Projective Techniques (ii) Depth Interview (iii) Experience Survey, (iv) Focus Groups and (v) Observation