

Printed Pages : 3



MB126

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

PAPER ID : 270206

Roll No.

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M.B.A.

(SEM. II) THEORY EXAMINATION, 2014-15
BUSINESS RESEARCH METHODS

Time : 3 Hours]

[Total Marks : 70

Note: attempt all questions from each section as per the instructions.

SECTION - A

1. Attempt all parts of this question: (7×2=14)
- Define the term research.
 - What are non sampling errors?
 - What is a schedule?
 - Differentiate between mean and median.
 - Define data processing
 - Differentiate between qualitative and quantitative research.
 - Define the terms - sample size and sampling area.

SECTION - B

2. Attempt any three parts of this question. (3×7=21)
- a. Explain the various types of Business research. Differentiate between scientific and non scientific research methods.
 - b. Define research problems. Explain the steps involved in defining and formulating a research problem.
 - c. What are the various essentials of an ideal sample? Discuss various factors that affect the size of a sample.
 - d. Differentiate between editing, coding and tabulation. What are the main parts of a table? Discuss the importance of tabulation in research.
 - e. Define Hypothesis testing. Explain type I and type II errors in testing of a hypothesis.

SECTION - C

Attempt all the questions of this section. (5×7=35)

3. Explain in detail the various steps involved in the research process.

OR

What are the various features of a good research? What are the various problems encountered by the researchers in India. Highlight the application of research in different areas of management.

4. What is a research design? Explain in detail the different types of research designs.

OR

Explain the different features of a good research design. What are the various potential sources of error in research?

5. Define the term sampling design. Discuss various types of sampling with relevant examples.

OR

What is a scale? What are its various types? Discuss the importance of scaling in research.

6. Differentiate between primary data and secondary data. Explain the various techniques of collecting primary data.

OR

Define the term questionnaire. Explain the merits and demerits of questionnaire. What are the various characteristics of a good questionnaire?

7. Write short notes on any two of the following :
- Layout of a good report and the mechanics involved in writing a good report.
 - Bi-variate Analysis
 - Multi-variate Analysis
 - Chi square test.