

MBA

(SEM-II) THEORY EXAMINATION 2018-19
BUSINESS RESEARCH METHODS

Time: 3 Hours

Total Marks: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14
- What do you mean by research?
 - Define about research hypothesis.
 - Differentiate between Cluster and Area sampling.
 - What do you mean by sampling frame?
 - What is a ratio scale?
 - Differentiate between qualitative and quantitative research approach.
 - Define Box plots.

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21
- Why tabulation is considered essential in research study? Narrate the characteristics of good table
 - 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?
 - Explain the meaning of ANOVA and describe briefly the technique of one way ANOVA.
 - What is Scientific Method of Research? Differentiate between Scientific and Non-Scientific methods.
 - Explain test of significance. Differentiate between 't' test and 'F' test.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7
- Give your understanding of good research design. Is single research design suitable in all research studies? If not, Why?
 - Briefly discuss the steps in Research Process.
4. Attempt any *one* part of the following: 7 x 1 = 7
- "Because questionnaire design is an art it is useless to follow a rigid set of guidelines. Rather the process should be left entirely to the creativity and ingenuity of the researcher". Examine the relevance of this statement and give some guidelines on how a good questionnaire is constructed?
 - Briefly discuss various kinds of chart and diagram used in data analysis.
5. Attempt any *one* part of the following: 7 x 1 = 7
- Explain the followings –
 - Sample Size Determination
 - Linear Regression Analysis
 - What do you mean by sampling error? Explain the sampling and non-sampling error with suitable examples.
6. Attempt any *one* part of the following: 7 x 1 = 7
- Differentiate between the followings –
 - Validity and Reliability
 - Constant Sum Scales and Graphic Rating Scales
 - What do you mean by extraneous and concomitant variables? What is the importance of control group in conducting in experiment research?
7. Attempt any *one* part of the following: 7 x 1 = 7
- Define Research Proposal. Discuss its elements. How a researcher draft and evaluate a research proposal?
 - Enumerate in brief the mechanism of report writing and state the precaution to be taken while report writing.