

Roll No.

332206

May, 2019
MBA - II SEMESTER
Business Research (MB/116)

[Max. Marks : 75]

[Time : 3 Hours]

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Scope of research in business. (1.5)
- (b) Scientific method of research. (1.5)
- (c) Exploratory research design. (1.5)
- (d) Difference between questionnaire method and schedule. (1.5)
- (e) Demerits of using secondary data. (1.5)

- (f) Large sample test. (1.5)
- (g) Student test. (1.5)
- (h) Formula for Chi Square Test. (1.5)
- (i) Difference between correlation and regression. (1.5)
- (j) Factor Analysis. (1.5)

- 6. (a) Elaborate the concept of one way ANOVA. (7.5)
 - (b) Give the format for the research report. (7.5)
 - 7. Describe the multivariate techniques that are used for the business research. (15)
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PART-B

- 2. (a) What are the pros and cons of using observation and interview method as data collection? (7.5)
- (b) Discuss the ethics involved in business research. (7.5)
- 3. (a) How the data is preparing? What are the steps of preparing data? (5)
- (b) Describe the various techniques of measurement and scaling. (10)
- 4. Diagrammatically explain the steps of research process. (15)
- 5. Explain the procedure of hypothesis testing with example. What is difference between parametric and non-parametric? (15)