43214

May, 2019
MBA - I SEMESTER (Reappear)
Business Research and Quantitative Techniques
(MBA/104)

Time : 3 Hours] [Max. Marks : 75

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) Scientific Method of research. (1.5)
    (b) Ethics in business research. (1.5)
    (c) Editing. (1.5)
    (d) Coding. (1.5)
    (e) Tabulation. (1.5)
    (f) Skewness. (1.5)
    (g) Dispersion. (1.5)
    (h) t test. (1.5)
    (i) Type 1 error. (1.5)
    (j) Type 2 error. (1.5)

PART-B

2. Explain the process of research with diagram. (15)

3. (a) What are the different types of research design?

    (7.5)

    (b) Explain any two attitude measurement techniques.

    (7.5)

4. What are the various methods of data collection? Write pros and cons of each method. (15)

5. What is meant by central tendency? What are various measures of central tendency? What are the relative merits and demerits of these? (15)

6. (a) Differentiate between correlation and regression.

    (7.5)

    (b) Differentiate between parametric test and non-parametric test. (7.5)

7. Illustrate and explain the procedure of testing of hypothesis.

    (15)