

Roll No.

Total Pages : 03

701205

May 2024

M.B.A. (Second Semester)

BUSINESS RESEARCH METHODS (MGT-113)

Time : 3 Hours]

[Maximum Marks : 75

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

Part A

- | | | |
|--------|-----------------------------|-----|
| 1. (a) | Hypothesis Development | 1.5 |
| (b) | Need of Literature Review | 1.5 |
| (c) | Exploratory research design | 1.5 |
| (d) | Descriptive research design | 1.5 |
| (e) | Likert Scale | 1.5 |
| (f) | Sources of secondary data | 1.5 |
| (g) | Editing | 1.5 |

- (h) Coding 1.5
- (i) Difference between bibliography and references 1.5
- (j) Cluster Analysis. 1.5

Part B

- 2. What are the key steps involved in the research process, from defining the research problem to presenting findings ? Discuss each step-in detail. 15
- 3. (a) Make the structure of research proposal. 7.5
- (b) Describe the concepts of reliability and validity in measurement. 7.5
- 4. What is significance of sampling ? Describe the various sampling methods of sampling. 15
- 5. What are parametric and non-parametric tests and how do they differ in statistical analysis ? Provide examples of common parametric tests, such as *t*-tests and analysis of variance (ANOVA), and non-parametric tests, such as the Mann-Whitney U test and the Kruskal-Wallis test. 15

- 6. (a) What are the limitations of primary data ? 7.5
- (b) What is factor analysis, and how is it used in research ? Discuss the purpose of factor analysis in identifying latent variables and reducing data complexity. 7.5
- 7. What are the key components of a research report, and how should they be structured to effectively communicate research findings ? 15