

Roll No. ....

Total Pages : 03

**705205**

**May 2024**

**M.B.A. (PMS) (Second Semester)**

**Business Research Methods (MPM-205)**

*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.

**Part A**

- |        |   |     |
|--------|---|-----|
| 1. (a) | Difference between concept and construct.     | 1.5 |
| (b)    | Theoretical framework                         | 1.5 |
| (c)    | Types of validity                             | 1.5 |
| (d)    | Ethics in research                            | 1.5 |
| (e)    | Rank test                                     | 1.5 |
| (f)    | Difference between reference and bibliography | 1.5 |
| (g)    | ANOVA   | 1.5 |

- (h) Define Scaling. 1.5
- (i) Difference between questionnaire and schedule 1.5
- (j) Level of Significance. 1.5

**Part B**

- 2. (a) What is Business Research ? Discuss main features of business research and its application in decision-making. 10
- (b) Discuss the structure of research proposal. 5
- 3. (a) Distinguish between reliability and validity. 5
- (b) Explain sampling design and techniques. Give relevant examples. 10
- 4. Explain the various types of measurements. What are different types of scale with their importance ? 15
- 5. (a) Explain the different steps of hypothesis testing. 5
- (b) Explain any *five* non-parametric tests. 10

- 6. (a) Explain multiple regression by taking relevant example. 10
- (b) Explain the difference between factor and cluster analysis. 5
- 7. What is research report ? Explain the different steps required in writing research report. 15