

MBA
(SEM II) THEORY EXAMINATION 2022-23
BUSINESS RESEARCH METHODS

Time: 3 Hours

Total Marks: 100

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

SECTION A**1. Attempt all questions in brief. 2x10 = 20**

- (a) What is Basic Research?
- (b) What are the elements of Research Proposal?
- (c) Define cross Sectional Research Design.
- (d) What do you mean by Control Group?
- (e) Define Validity.
- (f) What is a Likert Scale?
- (g) Define Sampling Errors.
- (h) What do you mean by Sample?
- (i) What is Tabulation?
- (j) What is Pie diagram?

SECTION B**2. Attempt any three of the following: 10x3=30**

- (a) Explain the concept of Scientific Method and also discuss its characteristics.
- (b) Discuss in brief classification of Survey methods.
- (c) Explain the concept of Measurement. Why there is a need for Measurement?
- (d) Define Sampling and why there is need for Sampling.
- (e) Discuss nature and Significance of a Research Report.

SECTION C**3. Attempt any one part of the following: 1x10=10**

- (a) What do you mean by Business Research? Explain its nature and scope.
- (b) What are the criteria of the good Research?

4. Attempt any one part of the following: 1x10=10

- (a) Explain the meaning and importance of Research Design.
- (b) Distinguish between Qualitative and Quantitative research design. Also write its advantages and disadvantages.

5. Attempt any one part of the following: 1x10=10

- (a) What are the four scales of Measurement? Discuss with example.
- (b) What are the criteria for a Good Measurement?

6. Attempt any one part of the following: 1x10=10

- (a) Describe various steps involved in Sampling Process.
- (b) Discuss the reasons for Non Sampling Errors.

7. Attempt any one part of the following: 1x10=10

- (a) What is graphical representation of data? Also discuss its importance in Research.
- (b) What do understand by ANOVA? What are the major assumptions of ANOVA?