

Roll No.

12614

**MBA 2 Yr. 2nd Semester (New Scheme)
2019-2020 Examination – July, 2021**

BUSINESS RESEARCH METHODS

Paper : 19IMG22C4

Time : Three hours] [Maximum Marks : 80
Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : All questions of Section 'A' are compulsory. Attempt four questions selecting at least one question from each unit of Section 'B'.

SECTION – A

1. Explain in brief :

(i) Components of research

(ii) A cluster sample

(iii) Sampling error

(iv) Null hypothesis and alternative hypothesis

(v) Bibliography and its importance in context of research report

(vi) Ex post facto research

(vii) Rephrasing the research problem

(viii) Regression equation of X on Y

SECTION - B

UNIT - I

2. Discuss the nature and scope of business research. What are the managerial values of business research?

3. Discuss how business research can be used in each stage of the decision-making process.

UNIT - II

4. Give your understanding of a good research design. Is single research design suitable in all research studies? If not, why?

5. What do you mean by 'Sample Design'? What points should be taken into consideration by a researcher in developing a sample design for this research project.

UNIT - III

6. How does the case study method differ from the survey method? Analyse the merits and limitations of case study method in sociological research.

7. Briefly describe the important parametric tests used in context of testing hypotheses. How such tests differ from non-parametric tests? Explain.

UNIT - IV

8. Name the important multivariate techniques and explain the important characteristic of each one of such techniques.

9. Describe, in brief, the layout of a research report covering all relevant points.

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