Roll No. ....   Total Pages : 2

OMMS/M-19   **13031**

BUSINESS RESEARCH METHODOLOGY

Paper : CP-205

Time : Three Hours]   [Maximum Marks : 70

PART–A

State and explain any *eight* of the following :

1. Characteristics of usable hypothesis.

2. Need of a research design.

3. Observation studies.

4. Test markets.

5. Sampling errors.

6. Snow ball sampling.

7. Conjoint analysis.

8. Logistic regression.

9. Cluster analysis.

10. Correlation and causation.   (8×5=40)

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Note : Attempt any *three* questions.

11. Identify and describe elements of scientific research process.

    10

12. What is an hypothesis ? Describe qualities of good hypothesis. (4+6=10)

13. State and differentiate between exploratory and descriptive research designs. Which one is more suitable for survey based research ? Explain. (6+4=10)

14. What do you mean by scaling ? What type of scales often used in business research ? Explain. (3+7=10)

15. Write a detailed note on the qualities of a good research report. 10