

3/05/2019

Roll No.

Total Pages : 2

CMMS/M-19

13245

BUSINESS RESEARCH METHODOLOGY

Paper : MBA-202

Time : Three Hours]

[Maximum Marks : 70

Note : Question No. 1 is compulsory. Attempt any *five* questions from remaining questions.

1. Compulsory Question

- (a) What is Regression?
 - (b) Exploratory research.
 - (c) Characteristics of good research.
 - (d) Criteria for selecting sampling method.
 - (e) Precautions to be taken while using secondary data.
2. Discuss the process of research in detail. Explain the significance and usefulness of business research.
 3. What do you mean by term Hypothesis? Discuss in detail about research hypothesis.
 4. Define Sampling. What are the different sampling techniques used in research with example.
 5. Enumerate and explain the steps in Conjoint analysis.
 6. List and explain various types of research design with suitable illustrations.

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7. Explain the significance of research report and narrate the various steps in writing a report.
8. Enumerate the different methods of collecting data.
9. **Case Study :**

Durai joined in organization for a fortnight and he had conversation with him Raj. Durai was hired as company counsellor, felt that he was fed up with him team of non-proforma. There had been two major merger and the responsibilities had increased somewhat. When Durai went to meet Shankar Jha, the bright star who had joined six months back, he has reported absent and seemed to be suffering from tension and angina pain. The band III executive, was also being with company for 5-15 years and yet had not been able to make to band II position. They were laid back, extremely, critical and yet surprisingly not moving. Raj also making some structural changes suggested by Vasthu expert to nullify de evil spirits. The company had a great infrastructure, attractive compensation packages and yet the place reeked of apathy. It was like a stagnant pool of best talent. Was it possible to undertake operation clean up.

- (i) Formulate research problem and objective.
 - (ii) Can you suggest a theoretical framework.
 - (iii) Develop a working hypothesis for this study.
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