

**Roll No. ....**

**Total Pages : 02**

**MMS/M-20**

**13038**

**BUSINESS RESEARCH METHODOLOGY**

**CP-205**

Time : Three Hours]

[Maximum Marks : 70

**Note** Q. No.1 is compulsory and comprising five short answer type questions of 4 marks each. Out of remaining eight questions student is required to attempt any questions of 10 marks each.

**Compulsory Question**

1. Answer the following in short :
  - (a) Discuss the importance of Business Research.
  - (b) What is Descriptive Research Design ?
  - (c) What is Judgement Sampling ?
  - (d) Distinguish between primary and secondary data.
  - (e) What are non-sampling errors ?
2. Define Business Research. Also discuss the nature and scope of business research.
3. What is a Research Design ? Discuss its importance and briefly explain various types of research designs.

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4. What are different types of measurement scales in research ?
5. What is the relevance of sample selection in research ? Also discuss various types of sampling techniques ?
6. Discuss the following :
  - (a) Editing and Coding
  - (b) Analysis and Inference.
7. Write notes on the following :
  - (a) SPSS and data analysis
  - (b) Cluster analysis.
8. What is Hypothesis ? Discuss various types of hypothesis framed in business research.
9. Define Report writing. Also discuss the components of a research report.