

Roll No.

Total Pages : 02

OMMS/M-20

13045

BUSINESS RESEARCH METHODOLOGY

CP-205

Time : Three Hours]

[Maximum Marks : 70

Part A

1. State and explain any of the following :

- (i) Research process
- (ii) Experimental research design
- (iii) Essentials of quality research
- (iv) Sources of secondary data
- (v) Essentials of data editing
- (vi) Conformationary factor analysis
- (vii) Logistic regression
- (viii) Multidimensional scaling
- (ix) Criteria for good research report
- (x) Observational studies.

8×5=40

Part B

Note Attempt any three questions.

2. Describe recent trends in usage of research in business decision-making by the Indian Corporate entities.

3. What is a research design ? Why is it needed ? Explain.
5+5=10
4. Write a detailed note on the primary data analysis in business research. **10**
5. What are elements of research report ? Describe challenges in writing research reports. **5+5=10**
6. Briefly, describe uses and applications of statistical tools in business researches. **10**

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