

Roll No.

Total Pages : 03

SMS/M-20

13204

BUSINESS RESEARCH METHODS

IMS-405

Time : Three Hours]

[Maximum Marks : 70

Note Attempt Six questions in all, selecting one question from each Unit. Q.1 No. compulsory.

- 1.** State and explain the following : **5×4=20**
- (a) Motives of business research
 - (b) Non-probability sampling
 - (c) Difference between a questionnaire and a schedule
 - (d) Editing of data
 - (e) Multidimensional scaling.

Unit I

- 2.** What do you understand by business research ? Describe its process in brief. **4+6**
- 3.** Describe the following : **5+5**
- (a) Research concept and constructs
 - (b) Research prepositions and hypotheses.

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Unit II

4. What do you mean by research design? Differentiate between the exploratory and descriptive research designs. **4+6**
5. What is probability sampling? What are its methods? Explain. **4+6**

Unit III

6. Critically examine the validity of secondary data in business research. **10**
7. Write a brief note on the scaling techniques used in business research. **10**

Unit IV

8. Describe, in detail, the process of hypothesis testing in business research. **10**
9. How effective is bivariate analysis in business research? Explain. **10**

Unit V

- 10.** Write a detailed note on the multivariate analysis in business research. **10**
- 11.** Describe the essentials of research report writing.