

Roll No.

Total Pages : 03

OSMS/M-20

13210

BUSINESS RESEARCH METHODS

IMS-405

Time : Three Hours]

[Maximum Marks : 70

Note Attempt Five questions in all, taking one question from each Unit. Each question is of 14 marks.

Unit I

1. Describe scope and objectives of business research methods. Describe briefly the steps involved in research process.
2. (a) What are various types and sources of hypothesis ?
(b) Bring out recent trends in usage of business research.

Unit II

3. What do you mean by 'Research Design' ? What are the basic characteristics and uses of Exploratory Research Design? Describe various methods that are generally used in exploratory studies.

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4. What are cross-sectional and longitudinal studies ? Make a comparison between descriptive and experimental research design. Give examples to make the difference and meaning of these designs clear.

Unit III

5. Explain the following :
- (a) The concept of observation
 - (b) Any *two* methods of observation
 - (c) Types of questions
 - (d) Method to design questionnaire.
6. Explain the following types of scales :
- (a) itemized rating scale
 - (b) Rank order scale
 - (c) Constant sum scale
 - (d) Likert scale.

Unit IV

7. Describe the following tools of data preparation with example :
- (a) data editing
 - (b) data coding
 - (c) tabulation. Also explain some tools of data analysis.

8. What are various types of reports ? What are criteria of good research report ?

Unit V

9. What steps are involved in hypothesis testing ? Explain use of correlation and regression in business research.
10. Explain the use of the following in business research :
- (a) Factor Analysis
 - (b) ClusterAnalysis
 - (c) SPSS
 - (d) One-way ANOVA.