

Roll No. ....

**12614**

**MBA 2 Yr. 2nd Semester  
New Scheme 2019-20  
Examination – July, 2022**

**BUSINESS RESEARCH METHODS**

Paper : 19MGS22C4

**Time : Three hours ]**

**[ Maximum Marks : 80**

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :** All question of Section 'A' are *compulsory*. Attempt any *four* questions selecting at least *one* question from each Unit of Section 'B'.

**SECTION – A**

1. Explain in brief :

- (a) Factors affecting sample size
- (b) A non-probability sample

- (c) Sampling frame
- (d) Rewriting and polishing of report
- (e) Motivation in research
- (f) Pilot survey
- (g) Simple hypothesis and composite hypothesis
- (h) Field editing and central editing

**SECTION – B**

**UNIT – I**

- 2. In your own words, define business research and list its tasks.
- 3. Describe the process of business research. Do the stages in the research process follow the scientific method ?

**UNIT – II**

- 4. Describe some of the important research designs used in experimental hypothesis-testing research study.

5. What is the meaning of measurement in research ?

What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale ?

Explain giving examples.

9. Describe the precautions that the researcher should take while interpreting his findings.

---

### UNIT – III

6. Clearly explain the difference between collection of data through questionnaires and schedules.

7. "Processing of data implies editing, coding, classification and tabulation". Describe in brief these four operations pointing out the significance of each in context of research study.

### UNIT – IV

8. What are (a) Cluster analysis and (b) Canjoint analysis ?