

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (New) Examination, November 2022
Subject: Business Research Methods
Paper No. MB - 205

Time: 3 Hours

Max. Marks: 80

PART – A**Note: Answer all the questions.****(5 x 4 = 20 Marks)**

1. ✓ What are the objectives of business research?
2. ✓ Write about the pilot study?
3. What are the sources of error in measurement?
4. What are the uses of Chi-square test?
5. What is an executive summary in a research report?

PART – B**Note: Answer all the questions.****(5 x 12 = 60 Marks)**

6. (a) Explain the role of Literature Review in Business Research?
(OR)
(b) ✓ What is research design? Explain the requirements of a good research design.
7. (a) ✓ What are the different types of sampling techniques?
(OR)
(b) What are the guidelines for construction of questionnaire? Explain in detail?
8. (a) Write about the Purpose and Benefits of Scaling?
(OR)
(b) What is measurement and why it is important in business research?
9. (a) Calculate the two regression equations of X on Y and Y on X from the data given below, taking deviations from a actual mean of X and Y.

Price (Rs.)	10	12	13	12	16	15
Amount Demanded	40	38	43	45	37	43
- (OR)
(b) Write about the uses and procedure of multidimensional scaling in research?
10. (a) Explain the importance of subjectivity and objectivity in research with suitable examples?
(OR)
(b) ✓ What is a research report? As a good researcher, state the precautions that you take while writing a business research report.