

Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory

1. Research is concerned with finding facts, analysis and interpretation.” Do you agree with this statement?. **12M**
2. a) Explain the Business Research Process. **6M**
b) Demonstrate the Role of Business Research in the success of a Business. **6M**
3. a) Explain different scaling techniques? **6M**
b) What differences does it make whether we measure in terms of Nominal, Ordinal, and interval scale? **6M**
4. What is a Questionnaire? Explain the guiding considerations in the construction of a questionnaire? Explain them briefly. **12M**
5. a) What is Sampling? Types of Sampling. **6M**
b) Discuss the characteristics of a Good Sample Design.. **6M**
6. Explain
a) hypothesis testing **3M**
b) Z-test **3M**
c) t-test **3M**
d) Chi-Square test **3M**
7. Define Research Proposal. Describe an Insight into Research Report and Proposal. **12M**
8. **CASE STUDY:**
Draw the Statistical significance of variance through ANOVA two ways for the following product sale with respect to the months of January, February and March. **12M**

MONTH	PRODUCT A	PRODUCT B	PRODUCT C	PRODUCT D
JANUARY	2	3	4	5
FEBRUARY	4	5	6	7
MARCH	6	7	8	9

Test Your Result with the help of F-table at 5% los is
 $F(3,6) = 4.76$, $F(2,6) = 5.14$.