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MBA/M-18
BUSINESS RESEARCH METHODOLOGY
Paper: MBA-CP-205

Time: Three Hours

Maximum Marks: 80

Part-A

Note: Attempt eight questions carrying five marks each.

1. Briefly describe business research process.
2. What are qualities of good hypothesis? Explain.
3. What do you understand by 'observation' studies? Describe.
4. What is criteria of judging good research report? Explain.
5. What do you understand by multi-dimensional scaling?
6. Illustrate application of conjoint analysis in business research.
7. What is data editing? What precautions are needed in this regard? Explain.
8. What do you mean by sampling errors? What is its significance in research?
9. What are sources of primary data? Explain.
10. What is data credibility and integrity? Describe and illustrate briefly.

Part-B

Note : Attempt three questions carrying 10 marks each.

11. Identify recent trends and describe how is research adopted and assimilated in the Indian corporate sector.
12. Distinguish between the following :
 - (a) Experimental and ex-post facto research designs.
 - (b) Descriptive and causal studies.
13. Discuss the relative merits of the following :
 - (a) Rating and ranking scales.
 - (b) Likert and differential scales.
14. Sales of a product is influenced by the salesperson's level of education and gender, as well as consumer income, ethnicity, and wealth.
 - (a) Formulate this statement as regression model (from only), without parameter estimation)
 - (b) If the effects of consumer income and wealth are not additive alone, and on interaction is expected, specify a new variable to test for the interaction.
15. Write a comprehensive note on the use of SPSS in research data analysis.