

Roll No.

Total Pages: 2

13757

MBS/M-15
BUSINESS RESEARCH METHODOLOGY
Paper-CP-205

Time Allowed: 3 Hours]

[Maximum Marks: 70

Note: Attempt any eight questions from Part –A carrying 5 marks each and any three Questions from Part –B carrying 10 marks each.

Unit-I

1. What do you mean by Descriptive research? How it differs from exploratory research?
2. Describe the requirement for a good research.
3. Distinguish between sample design and research design.
4. Explain the meaning and significant of a Research problem.
5. Write a note on correlation and Regression.
6. Explain the use of SPSS and its importance in research.
7. What is Data coding and how it differs from Data Editing?
8. Describe the issues involved in pre-testing of a Questionnaire.
9. What do you mean by Alternative Hypothesis? How it differs from Null Hypothesis?
10. What is Research Report? Discuss the role of graphs and table in good report.

Unit-II

11. Discuss the observation method of data collection. Explain its merits, demerits and suitability of this method.
12. What is Cluster analysis? How it differs from factor analysis? Explain the various steps involved in cluster analysis.
13. What do you mean by Regression? Explain and illustrate the uses of Regression in research.
14. What is sampling? Which method of sampling is better and why?
15. What is Scaling? Explain the significance of Scaling in research.