13048

MMS/M- 13
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 attempt any **three** questions from **part-B,** carrying 10 marks each.*

Part-A

1. **Define a statistical hypothesis.**

2. **What do you understand by scientific methods of research.**

3. **What is qualitative research ? Explain.**

4. **Describe the business research process.**

5. **What do you mean by sampling errors? How are such errors controlled in research ? Explain.**

6. **What do you mean by data editing ? Explain.**

7. **What is standard error of estimate ? Explain its significance in research.**

8. **What is cluster analysis ? How is it significant for research ?Explain.**

9. **What do you understand by conjoint analysis ? Explain.**

10. **Describe the criteria for judging the quality of research report ?**

Part-B

11. **Describe, in detail, the quality and the adequacy of business research in the Indian corporate sector.**

12. **What is research design? State and differentiate between the exploratory And the descriptive research designs.**

13. **What is multidimensional scaling ? Describe its relevance in business Research.**

14. What do you understand by Factor Analysis? How is it helpful in Analysing qualitative data for business research. Explain.

15. What is sampling ? Describe sampling techniques in detail.