

Roll No.

Total Pages : 2

OMMS/M-19

13031

BUSINESS RESEARCH METHODOLOGY

Paper : CP-205

Time : Three Hours]

[Maximum Marks : 70

PART-A

State and explain any *eight* of the following :

1. Characteristics of usable hypothesis.
2. Need of a research design.
3. Observation studies.
4. Test markets.
5. Sampling errors.
6. Snow ball sampling.
7. Conjoint analysis.
8. Logistic regression.
9. Cluster analysis.
10. Correlation and causation.

(8×5=40)

PART-B

Note : Attempt any *three* questions.

11. Identify and describe elements of scientific research process.

10

12. What is an hypothesis ? Describe qualities of good hypothesis.

(4+6=10)

13. State and differentiate between exploratory and descriptive research designs. Which one is more suitable for survey based research ? Explain.

(6+4=10)

14. What do you mean by scaling ? What type of scales often used in business research ? Explain.

(3+7=10)

15. Write a detailed note on the qualities of a good research report.

10