(2)

6. Describe Lickert or Thurston type of scale.

7. Write short notes on :

    (i) Discriminant Analysis

    (ii) Factor Analysis

8. Four flavours of a chocolate to be introduced are tested in five markets; the acceptance scores are as follows:

Flavours

Markets		F_1	F_2	F_3	F_4
	M_1	7	4	8	16
	M_2	8	10	6	15
	M_3	8	12	18	13
	M_4	10	11	12	9
	M_5	12	9	16	12

Test at 5 percent whether the flavours are equally acceptable in the market ? (Perform one way ANOVA anlysis) F (0.05) for (3,16) = 3.24

MMS /M12

BUSINESS RESEARCH METHODOLOGY

Paper– CP–205

Time allowed : 3 hours]   [Maximum marks : 70

Note : *Attempt any **five** questions. All questions carry **equal** marks.*

1. Discuss as to how research can be helpful in business/ management ?

2. What is a research design ? Very briefly describe the three types of research designs : Exploratory, Descriptive and Experimental.

3. Explain the process of problem identification and formulation in research.

4. Differentiate between primary data and the secondary data. Describe the precautions to be observed while using secondary data.

5. What are the advantages of collecting data through sampling ? Very briefly describe various probability sampling methods.