

MMS/M09

7667

Business Research Methods

Paper : CP-205

Time : Three Hours]

[Maximum Marks : 70

Note :- Attempt any **FIVE** questions, all questions carry equal marks.

1. Briefly describe the importance of Research in general, and in Business Decision Making in particular.
2. Very briefly describe the Exploratory, Descriptive and Experimental research designs.
3. Write detailed notes on questionnaire method of data collection, also discuss its merits and demerits.
4. Briefly discuss the Summative type of attitude measurement technique (scale). How is it different from Thurston's type of scale ?
5. What is a sampling design ? Explain. Very briefly describe the various types of sampling methods.
6. Explain the steps involved in Research Process.
7. What is the importance of data analysis ? Very briefly explain some of the data analysis techniques.
8. Write short notes on :-
 - (a) Discriminant Analysis
 - (b) Factor Analysis.