

Roll No. ....

MMS/MX

6793

Business Research Methodology

Paper: CP-205

Time: Three Hours]

[Maximum Marks: 70

1. What do you mean by research? Describe the different types of research. 14
2. "Research process follows a sequential pattern". Explain. 14
3. Why probability sampling is generally preferred in comparison to non probability sampling? Explain the procedure of selecting a simple random sample. 14
4. Briefly explain:
  - (a) Semantic Differential scale
  - (b) Likert-type scale. 14
5. What is difference between editing and coding? Discuss the various types of classification. 14
6. Which is the most costly method of data collection? In what cases, telephonic interview acts as a best method of data collection? 14
7. The following table gives the number of refrigerators sold by 4 salesmen in three months May, June and July:

Month	Salesmen			
	A	B	C	D
May	50	40	48	39
June	46	48	50	45
July	39	44	40	39

Is there a significant difference in the sales made by four salesmen?

Is there significant difference in the sales made during different months?

$$F(3,6) = 4.76, F(2,6) = 5.14$$

14

8. Write short notes on:
  - (i) Discriminant analysis
  - (ii) SPSS. 14