

MMS/M-16
BUSINESS RESEARCH METHODOLOGY
PAPER-CP-205

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from part-A. And any three Questions from part-B.

Part-A

1. Describe the business research process.
2. What are sources of primary data? Explain.
3. What do you mean by data editing? Why is it necessitated? Explain.
4. Scaling is very instrumental in qualitative research. Do you agree? Explain.
5. Describe the role of observation studies in business research.
6. What are sampling errors? How are these controlled in research? Explain.
7. What is multidimensional scaling? How is the same useful in business research? Explain.
8. Develop criteria of judging the goodness of research report.
9. Briefly, outline the uses of SPSS in Business research.
10. Write a brief note on the factor analysis.

Part-B

Note: Attempt any five questions, each carry ten marks.

11. What is business research? What are major constituents of good research study? Illustrate with suitable examples.
12. What do you understand by research design? Describe research design in business research.
13. What do you mean by useable hypothesis? What are its sources? Explain.
14. Indian businesses are more execution centric than research oriented. In this context, review uses of research in Indian corporate sector.
15. Write a comprehensive note on the application of statistical tools in business research.