

MMS/D08
Bus Research Methodology

Paper: CP-205

Time : 3 Hours

MM:70

Note :- Attempt five questions in all taking one question from each unit. All questions carry equal marks.

UNIT-I

- 1 Define Research. What is scientific method of Research? What is its utility in Business?
- 2 Briefly describe the steps in Research Process.
- 3 Describe the main features of experimental research design. Describe the features of a good questionnaire. Discuss its advantages and limitations.
- 4 Explain the features of Lickert type of scale. Also describe the steps in constructing this type of scale. .
- 5 What is a sampling design? What is a sampling frame ?
- 6 Explain the process of simple random sampling using Random Numbers. What is analysis of data ? Discuss briefly any two techniques of data analysis.
- 7 Explain :
 - (a) Discriminant Analysis
 - (b) Conjoint Analysis