

MMS/M- 13
BUSINESS RESEARCH METHODOLOGY
Paper- CP- 205

Time allowed : 3 hours] _____ [*Maximum marks : 70*

*Note : Attempt any **eight** questions from **Part-A**, carrying 5 marks each and attempt any **three** questions from **part-B**, carrying 10 marks each.*

Part-A

1. Define a statistical hypothesis.
2. What do you understand by scientific methods of research.
3. What is qualitative research ? Explain.
4. Describe the business research process.
5. What do you mean by sampling errors? How are such errors controlled in research ? Explain.
6. What do you mean by data editing ? Explain.
7. What is standard error of estimate ? Explain its significance in research.
8. What is cluster analysis ? How is it significant for research ? Explain.
9. What do you understand by conjoint analysis ? Explain.
10. Describe the criteria for judging the quality of research report ?

Part-B

11. Describe, in detail, the quality and the adequacy of business research in the Indian corporate sector.
12. What is research design? State and differentiate between the exploratory And the descriptive research designs.
13. What is multidimensional scaling ? Describe its relevance in business Research.

14. What do you understand by Factor Analysis? How is it helpful in Analysing qualitative data for business research. Explain.

15. What is sampling ? Describe sampling techniques in detail.