

Roll No.

Printed Pages : 2

13048

MMS/M-13

BUSINESS RESEARCH METHODOLOGY

Paper-CP-205

Time allowed : 3 hours

[Maximum marks : 70]

Note : (i) Attempt any **eight** questions from **Part-A** and any three questions from **Part-B**.

(ii) Questions in **Part-A** carry 5 marks each and those in **Part-B** carry 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.

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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.

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