

Roll No. ....

Total Pages : 2

MMS/M-14

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BUSINESS RESEARCH METHODOLOGY

Paper : CP-205

Time : Three Hours]

[Maximum Marks : 70

**Note :** Attempt any *eight* questions from Section A and each question carries five marks. Attempt any *three* questions from Section B and each question carries ten marks.

**SECTION-A**

1. Discuss the different steps involved in a research process?
2. Distinguish between research methods and research methodology.
3. Explain the meaning and significance of a research design.
4. Write a note on Multidimensional Scaling (MDS).
5. Discuss interview as a technique of data collection.
6. Explain the use of SPSS and its importance in research.
7. What is sampling error and how it affects the reliability of research?
8. Discuss the criteria of good research report.
9. What do you mean by One tailed-test and Two tailed-test ? Which one is better and why?

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10. What is measurement? Why the need of measurement in research arise?

**SECTION-B**

11. What are the different methods of collecting data? Which method according to you is more reliable and why?
  12. Define standard deviation. Why standard deviation is more useful than other measures of dispersion?
  13. What do you mean by factor analysis? Discuss the various steps involved in conducting factor analysis?
  14. What do you mean by Hypothesis? Explain the process of testing of hypothesis.
  15. What do you understand by sampling? Briefly explain the various methods of sampling.
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