

Roll No. ....

Total Pages : 02

**MMS/M-17**

**13531**

**BUSINESS RESEARCH METHODOLOGY**

**CP-205**

Time : Three Hours]

[Maximum Marks : 70

**Part A**

Note : Attempt any *eight* questions.

1. What do you understand by business research ? Explain. 5
2. What are qualities of good hypothesis ? Explain. 5
3. Describe the most scientific method of business research. 5
4. State and explain need of a research design. 5
5. What are observation studies ? Illustrate. 5
6. State and describe essentials of qualitative research. 5
7. What is Data Editing ? How does it impact objectivity of business research ? Explain. 5
8. State and describe sampling errors. 5

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9. Describe criteria for judgement of good research report. 5
10. How is correlation analysis useful in business research ? Explain. 5

**Part B**

Note : Attempt any *three* questions.

11. Write a comprehensive note on the recent trends in usage of research in Indian Corporate Sector. 10
12. State and differentiate between the exploratory and descriptive research design. Which *one* is apt for business research in an emerging economy like India ? 5+5
13. Briefly state and describe scaling and measurement techniques used in the business research. 10
14. State and describe the use of advanced techniques of data analysis in business research. 10
15. Write notes on the following : 5+5=10
  - (a) Use of SPSS in business research
  - (b) Application of regression in business research.

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