

Roll No.

Total Pages : 03

MHM/M-20

13028

BUSINESS RESEARCH METHODOLOGY

MBA-202

Time : Three Hours]

[Maximum Marks : 70

Note : Q. No. 1 is compulsory. Attempt any *Five* questions from remaining questions.

(Compulsory Question)

1. (a) Difference between a management problem and a research problem with examples.
(b) Why is research hypothesis not directly tested ?
(c) Difference between simple random and stratified random sampling with examples.
(d) Nominal and ordinal scale with examples.
(e) Recent trends in usage of research in Indian Corporate Sector.
2. What do you mean by sampling errors ? How do you reduce non-sampling errors during data collection in :
(a) Questionnaire
(b) Interviews ?
3. What is Experimental Research Design ? Explain principles and types of basic experimental designs.

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4. Discuss the steps involved in the Research process with the help of an example.
5. Define the various steps involved in drafting a research report and criterion for judgement of good research report.
6. Enumerate and explain the steps in cluster analysis.
7. What do you mean by the term 'measurement' ? Explain the characteristics and various types of measurement scales.
8. Explain the need for editing, coding, classifying and tabulating in processing of data.
9. Case Study :
The ability to come up with business idea can be transformed into a viable business where ideas supported by feasibility and a business plan can be sold to interested investors firms, and interested parties for a lump sum or a management contractor, are as agreed business ideas, if introduced at the right time, when demand for search service are a product introduced by the ideas is expected to surge, can lead to a very profitable business. Business ideas are always available through different sources; however it's the application applied on this ideas, and timing makes all the different in failure or successes. After discussing some good business ideas, Babu and

Hari have decided that their best option is to open a small cafe. They believe that their background and experience in the hospitality industry will help them to succeed. Hari is keen to start up the business straight away and has already found what he things is a good locations. However, Babu is not sure and won to spend more time researching the market before they commit to anything. Babu can see the benefit in being fully prepared before investing time and money in to starting the business.

Questions :

- (a) Explain, why you think Babu and Hari should conduct market research before starting their business ? What could they out by researching their Market.
- (b) Describe some methods the Babu and Hari could use to learn more about the potential customers, competitors and business locations.