

Roll No.

Total Pages : 03

SMS/M-20

13204

BUSINESS RESEARCH METHODS

IMS-405

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt *Six* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory.

1. State and explain the following : **5×4=20**

- (a) Motives of business research
- (b) Non-probability sampling
- (c) Difference between a questionnaire and a schedule
- (d) Editing of data
- (e) Multidimensional scaling.

Unit I

2. What do you understand by business research ? Describe its process in brief. **4+6**

3. Describe the following : **5+5**

- (a) Research concept and constructs
- (b) Research prepositions and hypotheses.

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Unit II

4. What do you mean by research design ? Differentiate between the exploratory and descriptive research designs.
4+6
5. What is probability sampling ? What are its methods ? Explain.
4+6

Unit III

6. Critically examine the validity of secondary data in business research.
10
7. Write a brief note on the scaling techniques used in business research.
10

Unit IV

8. Describe, in detail, the process of hypothesis testing in business research.
10
9. How effective is bivariate analysis in business research ? Explain.
10

Unit V

- 10.** Write a detailed note on the multivariate analysis in business research. **10**
- 11.** Describe the essentials of research report writing. **10**