

M.B.A. F.Y. (New CBCS Pattern) Semester-II
PCB2F05 - Business Research

P. Pages : 1

Time : Three Hours



GUG/W/24/10686

Max. Marks : 70

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- Notes : 1. Attempt **any five** question.
2. All questions carry equal marks.

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| 1. | What are the various stages in the development of a research ? Discuss. | 14 |
| 2. | Explain Relevance and scope of research in Business Management? Explain with the help of examples. | 14 |
| 3. | Describe the use of advanced technology in Research design. | 14 |
| 4. | What is descriptive method of data analysis? Compare it with inferential method. | 14 |
| 5. | Explain concept of scale in details. | 14 |
| 6. | Define the terms 'Interviewing and questionnaire'. Explain the techniques for Interviewing Questionnaire in data collection. | 14 |
| 7. | What do you mean by Rating Scales? Describe the different types of scales. | 14 |
| 8. | Discuss the methods of data collection in details. | 14 |
| 9. | Discuss in details techniques of Interpretation. | 14 |
| 10. | Write detail note on any two . | 14 |
| | a) Features of good research design. | |
| | b) Preparing research report. | |
| | c) Chi-square test. | |
| | d) Problems in measurement in management research. | |
