

M.B.A. - I (CBCS Pattern) Semester - II
PCB2F05 - Business Research

P. Pages : 1

Time : Three Hours



GUG/S/23/10686

Max. Marks : 70

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

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| 1. | Explain steps involved in a research process. | 14 |
| 2. | Describe the different types of research. | 14 |
| 3. | What is hypothesis? Discuss the types and qualities of good hypothesis. | 14 |
| 4. | What is Research Design? Explain features of good design? | 14 |
| 5. | What is Sampling? Distinguish between probability and non – probability sampling and their significance. | 14 |
| 6. | Explain the nature and purpose of a ‘questionnaire’ used for research studies. How will you design a questionnaire for conducting a market survey? | 14 |
| 7. | Describe the techniques of defining a research problem. | 14 |
| 8. | What is the difference between primary and secondary data? Why is it important to obtain secondary data before primary data? | 14 |
| 9. | List and explain the steps in report writing process. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) Chi - square test. | |
| | b) Concept of scale. | |
| | c) Univariate analysis. | |
| | d) Role of research analyst. | |
