

M.B.A. (CBCS Pattern) Sem-II  
**PCB2F05 - Business Research**

P. Pages : 1

Time : Three Hours



**GUG/W/22/10686**

Max. Marks : 70

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

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| 1.  | What do you understand by the term research? Which are the various stages in the development of a research?                | 14 |
| 2.  | Discuss the objectives and types of Business Research.   | 14 |
| 3.  | What is meant by the reliability and validity of a measurement? Describe the various techniques available to assess each.  | 14 |
| 4.  | What is Research Design? Explain features of good research design.   | 14 |
| 5.  | Explain the use of computer and information technology in data collection.   | 14 |
| 6.  | List and explain the steps in report writing process.  | 14 |
| 7.  | Explain use of statistical technique for testing of hypothesis.  | 14 |
| 8.  | What is Bivariate analysis? Explain cross tabulation and chi – square test including testing of hypothesis of association. | 14 |
| 9.  | What are the major characteristics in sampling? State the types of sampling with suitable illustrations.                   | 14 |
| 10. | Write short note on <b>any two</b> .   | 14 |
|     | a) Chi – square test.  |    |
|     | b) Quality of good hypothesis.   |    |
|     | c) Role of Research analyst  |    |
|     | d) Concept of scale.   |    |

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