

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

P. Pages : 1

Time : Three Hours



GUG/S/25/10686

Max. Marks : 70

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

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| 1. | Explain Research process and its relevance & scope of Research in management. | 14 |
| 2. | Explain in detail the various features in a good research design. | 14 |
| 3. | What is meant by the reliability and validity of a measurement? Describe the various techniques available to assess each. | 14 |
| 4. | Define a Hypothesis discuss the importance of hypothesis in research and the process of a formation of hypothesis. | 14 |
| 5. | Discuss the concept of scale? Explain different methods of scaling the research. | 14 |
| 6. | Define the terms 'Interviewing and questionnaire'. Explain the techniques for Interviewing & questionnaire in data collection. | 14 |
| 7. | Explain cross tabulation and chi-square test including testing of hypothesis of association. | 14 |
| 8. | "Experimental Method of research is not suitable in management fields. Discuss. | 14 |
| 9. | Discuss the concept of parametric test and non-parametric test with regards to variables. | 14 |
| 10. | Write short answers. (Any Two). | 14 |
| | a) Preparing research report. | |
| | b) Use of computer and Information technology in data collection. | |
| | c) Bivariate analysis. | |
| | d) Role of Research analyst. | |
