

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

P. Pages : 1

Time : Three Hours



GUG/S/24/10686

Max. Marks : 70

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

1. What do you understand by the term research? Which are the various stages in the development of a research? **14**
2. Discuss relevance and scope of research in management. **14**
3. Explain different types of scales in research and importance forced Ranking. **14**
4. Define a Hypothesis discuss the importance of hypothesis in research and the process of a formation of hypothesis. **14**
5. Discuss various factors that influence the validity of experimental studies in research. **14**
6. What is measurement? Explain problems in measurement in management research. **14**
7. Explain the use of computer and information technology in data collection. **14**
8. What are the major characteristics in sampling? State the type of sampling with suitable illustrations. **14**
9. What are variables in a research study. Explain discrete and continuous variables. Explain the concept of parametric test and non-parametric test with regards to variables. **14**
10. Write a short note on **any two**. **14**
 - a) Univariate and lysis.
 - b) Types of Research design.
 - c) Layout of Project Report.
 - d) Methods of data collection.
