

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

P. Pages : 1

Time : Three Hours



GUG/S/24/10686S

Max. Marks : 70

-
- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

- | | | |
|-----|--|----|
| 1. | State the meaning objectives and types of research. | 14 |
| 2. | Discuss relevance & scope of research in management. | 14 |
| 3. | What is null hypothesis? Explain qualities of a good hypothesis. | 14 |
| 4. | What is research design? Discuss types of research design. | 14 |
| 5. | Describe the role research analyst. | 14 |
| 6. | Discuss various problems in measurement in management research. | 14 |
| 7. | Explain likert scale, semantic differential scale, and graphic rating scale. | 14 |
| 8. | Discuss the use of computer and information technology in data collection. | 14 |
| 9. | Explain the techniques of interpretation. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) Research Process. | |
| | b) Alternative hypothesis. | |
| | c) Bivariate analysis. | |
| | d) Layout of a project report. | |
