

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. | |
