

M.B.A. F.Y. New CBCS Pattern Semester-II  
**PCB2F05 - Business Research**

P. Pages : 1

Time : Three Hours



**GUG/W/23/10686**

Max. Marks : 70

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

- |     |  |    |
|-----|--|----|
| 1.  | Discuss the concept of business research. State its scope and research process.  | 14 |
| 2.  | “Research design plays a vital role in the successful completion of the research”. Explain, also mention the various features in a good research design. | 14 |
| 3.  | What is research design? Discuss its types and features of good design.  | 14 |
| 4.  | Discuss the concept of scale? Explain different methods of scaling the research.   | 14 |
| 5.  | What is primary data? Discuss the various methods of primary data collection?  | 14 |
| 6.  | What is data collection? Which type of data collection method used for financial project?  | 14 |
| 7.  | Briefly discuss the univariate analysis in data preparation.   | 14 |
| 8.  | Explain in details “Bivariate analysis”.   | 14 |
| 9.  | “Receipt technology is helpful to provide data mobility to the researcher”. Discuss.   | 14 |
| 10. | Explain the role of research in H. R. Department?  | 14 |

\*\*\*\*\*