

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

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- 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**

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