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**MBA**  
**(SEM II) THEORY EXAMINATION 2024-25**  
**BUSINESS RESEARCH METHODS**

**TIME: 3 HRS****M.MARKS: 100****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief.****2 x 10 = 20**

Q No.	Question	CO	Level
a.	What do you mean by research?	1	K1
b.	What is pilot survey?	1	K1
c.	What is a control group?	2	K1
d.	What are focus groups?	2	K1
e.	What is validity in research?	3	K1
f.	What are constant sun scales?	3	K1
g.	What is convenience sampling?	4	K1
h.	What is snowballing?	4	K1
i.	What is null hypothesis?	5	K1
j.	What is histogram?	5	K1

**SECTION B****2. Attempt any three of the following:****10 x 3 = 30**

Q No.	Question	CO	Level
a.	“Research is much concerned with proper fact finding, analysis and evaluation.” Do you agree with this statement? Give reasons in support of your answer.	1	K2
b.	Explain in detail the meaning and significance of a Research design.	2	K1
c.	Discuss all four types of measurement scales	3	K1
d.	What do you mean by ‘sample design’? what points should be taken into consideration by a researcher in developing a sample design for this research project.	4	K3
e.	Explain the significance of a research report and narrate the various steps involved in writing such a report.	5	K4

**SECTION C****3. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	Describe the different types of research, clearly pointing out the difference between an experiment and a survey.	1	K2
b.	Discuss all the elements of a Research proposal	1	K2

**4. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability. Discuss	2	K4
b.	Explain experimental design with concept of independent and dependent variables.	2	K3



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**5. Attempt any one part of the following: 10 x 1 = 10**

Q No.	Question	CO	Level
a.	Write notes on – (i) Likert scale, and (ii) Stapel scale.	3	K2
b.	Explain the criteria of goodness of a measurement scale.	3	K3

**6. Attempt any one part of the following: 10 x 1 = 10**

Q No.	Question	CO	Level
a.	Explain and illustrate the procedure of selecting a random sample.	4	K2
b.	Distinguish between- (i) Cluster and area sampling; and (ii) systemic and stratified sampling.	4	K2

**7. Attempt any one part of the following: 10 x 1 = 10**

Q No.	Question	CO	Level
a.	The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in detail all such steps with proper example.	5	K2
b.	‘Processing of data implies editing, coding, classification and tabulation.’ Describe in brief these four operations pointing out the significance of each in context of research study.	5	K4

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