16/5/17 Ist shift

M.B.A.

THEORY EXAMINATION (SEM–II) 2016-17

BUSINESS RESEARCH METHODS

Time : 3 Hours   Max. Marks : 70

Note : Be precise in your answer.

SECTION – A

1.   **Explain the following:**   7 x 2 = 14
   (a)   What is Applied Research?
   (b)   Discuss the concept of Null hypothesis.
   (c)   What do you mean by sampling frame?
   (d)   What do you mean by Type 1 error?
   (e)   What is a primary data?
   (f)   What do you mean by independent variable?
   (g)   What is a ratio scale?

SECTION – B

2.   **Attempt any five of the following questions:**   5 x 7 = 35
   (a)   Define research and discuss its characteristics.
   (b)   Explain the concept of research design. Describe some important research design for research study.
   (c)   What is casualty? Explain the formal conditions for causality.
   (d)   What is measurement and discuss primary scales of measurement?
   (e)   What do you mean by Hypothesis sand describe the procedure of testing hypothesis?
   (f)   Explain the Sapling Process.
   (g)   Distinguish between Qualitative Research & Quantitative Research.
   (h)   Describe the major operations involved in Data Processing.

SECTION – C

Attempt any two of the following questions: 2 x 10.5 = 21

3.   Briefly discuss he steps in Research Process.
4.   What is Experimental Research and discuss in brief various experimental research designs?
5.   Explain the meaning of ANOVA and describe briefly the technique of one way ANOVA.