Roll No: | | | | | | | | | | | | |

MBA
(SEM II) THEORY EXAMINATION 2021-22
BUSINESS RESEARCH METHODS

Time: 3 Hours   *Total Marks: 100*

Note: Attempt all Sections. If you require any missing data, then choose suitably.

SECTION A

1.   **Attempt *all* questions in brief.**   **2x10 = 20**

Qno	Questions	CO
(a)	Define Research?	1
(b)	Difference between Conceptual and Empirical Research?	1
(c)	Write the basic principles of Longitudinal Design?	2
(d)	Explain the Extraneous variable?	2
(e)	Define the term Validity?	3
(f)	Write the meaning of term Reliability with example?	3
(g)	Explain Sampling Frame?	4
(h)	What do you mean by term Snowball Sample?	4
(i)	Explain the term Type I Error and Type II Error?	5
(j)	Write the Mechanism of Report Writing?	5

SECTION B

2.   **Attempt any *three* of the following:**   **10x3 = 30**

Qno	Questions	CO
(a)	Explain in detail the important points while selecting and formulating the research problems with example	1
(b)	What do you mean by good research design, its features and uses in detail?	2
(c)	Explain the levels of Measurement with respect to Nominal, Ordinal, Interval, Ratio in detail.	3
(d)	Illustrate the Methods to reduce the errors with example?	4
(e)	Illustrate the appropriate usage of Bar charts, Pie charts, Histogram with example?	5

SECTION C

3.   **Attempt any *one* part of the following:**   **10x1 = 10**

Qno	Questions	CO
(a)	Explain the steps in Research process in detail?	1
(b)	Explain the Steps in Evaluating a research proposal?	1

4.   **Attempt any *one* part of the following:**   **10x1 = 10**

| (a) | Explain the qualitative techniques in detail with example? | 2 |
| (b) | Explain the quantitative techniques in detail with example? | 2 |

5.   **Attempt any *one* part of the following:**   **10x1 = 10**

| (a) | Explain in detail about the Semantic Differential Scales and Constant Sum Scales? | 3 |
| (b) | Mention the concept and application of Paired comparison & Forced Ranking? | 3 |

6.   **Attempt any *one* part of the following:**   **10x1 = 10**

| (a) | Illustrate the Probability Sampling with all its types in detail? | 4 |
| (b) | Illustrate the Non-Probability Sampling with all its types in detail? | 4 |

7.   **Attempt any *one* part of the following:**   **10x1 = 10**

| (a) | Explain in detail about the Small Sample tests: t -test and F Tests? | 5 |
| (b) | Explain in detail about the Analysis of Variance: One way and two-way Classifications? | 5 |