Printed Pages: 02 **Sub Code: RMB203/RMT203**

Paper Id: | 2 | 7 | 0 | 2 | 3 | 1 | **Roll No.** | | | | | | | | | | |

MBA

(SEM II) THEORY EXAMINATION 2017-18

BUSINESS RESEARCH METHODS

Time: 3 Hours ***Total Marks: 70***

Note: **1.** Attempt all Sections. If require any missing data; then choose suitably.
2. Be precise in your answer.

SECTION A

1. Attempt *all* questions in brief. **2 x 7 = I4**

a. Define Research Methodology.
b. What is a Research Problem?
c. What is Applied Research?
d. Differentiate between Nominal and Ordinal Scales
e. What are important aspects of questionnaire?
f. Explain pilot testing.
g. What is sampling frame?

SECTION B

2. Attempt any *three* of the following: **7 x 3 = 21**

a. What is Scientific Method of Research? Differentiate between Scientific and Non-Scientific methods.
b. Give your understanding of good research design. Is single research design suitable in all research studies? If not, Why?
c. Processing of data implies editing, coding, classification and tabulation. Describe in brief in these operations in context of research study.
d. What do you mean by Hypothesis sand describe the procedure of testing hypothesis?
e. Briefly discuss various kinds of chart and diagram used in data analysis.

SECTION C

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

(a) What is Experimental Research and discuss in brief various experimental research designs?
(b) What is Sampling Design? Differentiate between probability and non-probability sampling design.

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

(a) What is the difference between primary and secondary data? Why is it important to obtain secondary data before primary data? Enlist the important methods of collecting primary data.
(b) Are you agreeing with the statement "reliable measurement is necessarily a valid measurement"? Give reasons in support of your answer.

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

(a) What is measurement and discuss primary scales of measurement?

http://www.aktuonline.com

(b) Briefiy discuss the steps in Research Process.

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

(a) Explain the meaning of ANOVA and describe briefly the technique of one way ANOVA.

(b) What do you mean by Linear Regression Analysis? Explain its meaning and two lines of regression. What is the relationship between correlation and regression co-efficient?

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

(a) What is Descriptive Research Design? Explain its Concept, Types and Uses

(b) Explain the following in research methodology (i) Projective Techniques (ii) Depth Interview (iii) Experience Survey,(iv) Focus Groups and (v) Observation

http://www.aktuonline.com