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Paper Id: 238089

Sub Code:KMBN203
Roll No.

MBA
(SEM II) THEORY EXAMINATION 2022-23
BUSINESS RESEARCH METHODS

Time: 3 Hours *Total Marks: 100*

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

SECTION A

1. Attempt *all* questions in brief. 2x10 = 20
   (a) What is Basic Research?
   (b) What are the elements of Research Proposal?
   (c) Define cross Sectional Research Design.
   (d) What do you mean by Control Group?
   (e) Define Validity.
   (f) What is a Likert Scale?
   (g) Define Sampling Errors.
   (h) What do you mean by Sample?
   (i) What is Tabulation?
   (j) What is Pie diagram?

SECTION B

2. Attempt any *three* of the following: 10x3=30
   (a) Explain the concept of Scientific Method and also discuss its characteristics.
   (b) Discuss in brief classification of Survey methods.
   (c) Explain the concept of Measurement. Why there is a need for Measurement?
   (d) Define Sampling and why there is need for Sampling.
   (e) Discuss nature and Significance of a Research Report.

SECTION C

3. Attempt any *one* part of the following: 1x10=10
   (a) What do you mean by Business Research? Explain its nature and scope.
   (b) What are the criteria of the good Research?
4. Attempt any *one* part of the following: 1x10=10
   (a) Explain the meaning and importance of Research Design.
   (b) Distinguish between, Qualitative and Quantitative research design. Also write its advantages and disadvantages.
5. Attempt any *one* part of the following: 1x10=10
   (a) What are the four scales of Measurement? Discuss with example.
   (b) What are the criteria for a Good Measurement?
6. Attempt any *one* part of the following: 1x10=10
   (a) Describe various steps involved in Sampling Process.
   (b) Discuss the reasons for Non-Sampling Errors.
7. Attempt any *one* part of the following: 1x10=10
   (a) What is graphical representation of data? Also discuss its importance in Research.
   (b) What do understand by ANOVA? What are the major assumptions of ANOVA?

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