

Roll No. ....

Total Pages : 2

LMMS/M-24

**27347**

## **BUSINESS RESEARCH METHODOLOGY**

Paper–MBA–202

Time Allowed : 3 Hours]

[Maximum Marks : 70

**Note** : Attempt **six** questions in all, Question No. **1** is compulsory. Attempt remaining **five** questions, out of remaining **eight** questions carrying 10 marks each.

### **Compulsory Question**

1. State and describe the following : 5×4=20
  - (a) What are the Qualities of Good hypothesis?
  - (b) Illustrate application of conjoint analysis in Business Research.
  - (c) Compare and Contrast cross sectional and Longitudinal designs.
  - (d) What is the standard error of Estimate?
  - (e) Write a note on Sampling error.
2. 'The Research process involves a series of interrelated and intricate steps.' Does every research study necessarily need to satisfy all the conditions and be carried out in the sequence? Explain. 10

3. Majority of the Research designs are exploratory cum descriptive in nature in Business Research. How? 10
4. Differentiate between the following : 10
  - (a) Primary and Secondary source of data.
  - (b) Observation and Survey methods.
5. How is likert scale constructed? In what way is this scale better than the differential scale. Construct a semantic differential scale to assess the properties of a particular brand of cell phone. 10
6. Describe, in brief, the importance of editing, coding, classification, tabulation and presentation of Data in the context of research study. 10
7. What do you mean by Research report? Explain their types and formats followed during the research process. 10
8. What is Multiple regression ? How is it different from bivariate regression? Explain the stepwise regression approach. 10
9. Explain the classification of Clustering procedure? Discuss the various steps involved in conducting cluster analysis. 10