

Roll No. ....

**56025**

**MBA 2 Yr. 2nd Semester (Old)**

**Examination – May, 2019**

**BUSINESS RESEARCH METHODS**

**Paper : MBA-205**

***Time : Three Hours ] [ Maximum Marks : 80***

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :** Section – A contains *eight* short answer type questions of *two* marks each. All the questions are *compulsory*. Section – B attempt *four* questions in all, selecting *one* question from each Unit. All questions carry equal marks.

**SECTION – A**

1. Write short notes on the following :

- (a) Null hypothesis
- (b) Dependent variable
- (c) Causal research
- (d) Ordinal scale

- (e) Tabulation
- (f) Variance
- (g) Correlation
- (h) Annexure

## **SECTION – B**

### **UNIT – I**

2. Discuss the nature, scope and business value of business research.
3. What is a research proposal ? Discuss the structure of a marketing research proposal.

### **UNIT – II**

4. What do you mean by descriptive research design ? What are its characteristics ? Differentiate between exploratory and descriptive research.
5. Define measurement scale. Explain its various types ? What is the importance of reliability in measurement.

### **UNIT – III**

6. Write notes on :
  - (a) Rank test
  - (b) Interview

7. What is data analysis ? What are the various methods of data analysis ? Discuss its importance in business research.

### **UNIT – IV**

8. Define multiple regression. What are its major assumptions and applications in research ?
9. Explain the concept of research report. What are its various components ? Explain with the help of a Performa.