

Roll No. ....

12614

MBA (General) 2 Year 2nd Semester  
2019-20/2020-21 (CBCS)  
Examination – May, 2024  
BUSINESS RESEARCH METHODS

Paper : 19IMG22C4

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 : Attempt *five* questions in all. Question No. 1 (Section – A) is *compulsory*. Attempt other *four* questions from Section – B by selecting *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. Define the concepts : 2 × 8 = 16

- (a) Research
- (b) Literature review
- (c) Observation
- (d) Sampling

- (e) Interpretation
- (f) Proposal
- (g) Data analysis
- (h) References

SECTION – B

UNIT – I

2. What is Business Research ? Explain the need and scope of Business Research. 16
3. Discuss the process of Business Research and explain the importance of each stage in Research. 16

UNIT – II

4. What is Research Design ? Explain the various types of Research Design. 16
5. Explain various types of sampling design. What are the factors that influence sample size ? 16

UNIT – III

6. What are the various methods of data collection in research methodology ? Explain in detail. 16
7. Explain the parametric and non-parametric test used for data analysis. 16

12614-4000-(P-3)(Q-9)(24)

P. T. O.

12614-4000-(P-3)(Q-9)(24)

( 2 )

## UNIT - IV

8. What is Research Report ? What are its features ?  
Explain the significance of Research Report. 16
9. Explain the dependent methods of data analysis in  
Research. 16
- 

<https://www.mdustudy.com>

Whatsapp @ 9300930012

Send your old paper & get 10/-

अपने पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से