

B-5595

**M. B. A. / M. B. A. (MM) (Second Semester)
Examination, June 2017**

BUSINESS RESEARCH METHODOLOGY

Paper : MS/MM/MR/125

Time Allowed : Three hours

Maximum Marks : 70

*Note : Attempt all questions. All questions carry equal
14 marks, wherever necessary give working.*

Unit-I

1. "Empirical research in India in particular creates so many

B-5595

PTO

[2]

problems for researchers." State the problems that are usually faced by such researchers.

Or

Briefly describe the different steps involved in a research process.

Unit-II

2. Enumerate the different methods of data collection. Explain its merits and demerits.

Or

Write short notes on :

- (a) Semantic differential scale
(b) Likert type scale

Unit-III

3. Distinguish between :
(a) Restricted and Unrestricted sampling
(b) Systematic and Stratified sampling

Or

B-5595

The analysis of time series is done to understand the dynamic conditions for achieving the short-term and long-term goals of business firms. Discuss.

Unit-IV

4. What is research report? What are the considerations to be kept in mind while preparing a research report?

Or

Prepare a business proposal for starting a new business.

Unit-V

5. Explain major research tools used in the decision making process in accounting.

Or

How are the computers used as a tool in research? Explain giving examples.

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