

**Z-6025**

**M. B. A./M. B. A. (MM) (Second Semester)  
Examination, Oct.-Nov. 2015**

**(New & Old Course)**

**BUSINESS RESEARCH METHODOLOGY**

*Paper : MS/MM/MR/125*

*Time Allowed : Three hours*

*Maximum Marks : 70 New Course  
85 Old Course*

*Note : Attempt all questions. All questions carry equal marks. Wherever necessary give working.*

**Unit-I**

1. What is Philosophy of Research? Explain its socio-cultural context. 14/17

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PTO

[ 2 ]

Or

What do you mean by Research Design? Explain its various types.

**Unit-II**

2. "Processing of data implies editing, coding, classification and tabulation." Describe in brief. 14/17

Or

Define Hypothesis and discuss the powers of a hypothesis.

**Unit-III**

3. Explain various techniques of Sampling. Why is sampling design important in research? 14/17

Or

What do you mean by Sampling? Explain its advantages.

**Unit-IV**

4. Prepare a business proposal for starting a business. 14/17

Or

What do you mean by marketing research and executive decision making? Explain its with illustration.

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**Unit-V**

5. Discuss significance of financial decision tools for a manager. 14/17

**Or**

Write a detailed note on "need for awareness of statistical software's in business research."

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