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M.B.A./M. B. A. (MM)/(RM) (Second Semester)
Examination, 2013

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. Where ever necessary give workings.

Unit-I

1. Define the term business research. Discuss various types of researches and their application areas. 4+6+4/5+7+5

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(11)

What do you mean by the term 'Research Problem' how it should be formulated? Discuss in brief research process.

7+7/8+9

Unit-II

2. What is hypothesis? What are its types discuss the characteristics of hypothesis also state methods why which hypothesis can be proved. 3+4+7/4+5+8

Or

What is data for research? What are different methods for collecting data and by which methods collected data can be analyzed? Explain with example. 2+6+6/3+7+7

Unit-III

3. "Researches are made for universe but they never touch universe" in the light of this statement discuss the role of sampling in business researches? 14/17

Or

Explain the following by taking an appropriate example :

- (i) Estimation and Forecasting 7/8
(ii) Secular trend and cyclic movements 7/9

Unit-IV

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4. What is a business proposal? Which important features should be covered? How a good business proposal can be prepared explain? 3+4+7/4+5=19

Or

You are appointed as General Manager Market Research in SD Company. The chairman wants you to prepare a consumer satisfaction research for product A, B and C in the national market. Explain how would you proceed for this work and draft a imaginary research report by taking all assumptions and imaginary data you require for this purpose. 14/17

Unit-V

5. Discuss the importance of statistical softwares in business researches. Name all softwares available in this regard and explain the advantages of SPSS software for business research. 7+7/9+8

Or

"All researches are not good researches they need critical evaluation for their justification." Discuss this statement and describe various approaches which are used for the purpose of evaluating researches. 10/11