

**G-5415**

**MBA / MBA(MM) / MBA(HCHM) (Second  
Semester) Examination, June 2022**

**BUSINESS RESEARCH METHODOLOGY**

***Paper : MS-205/MMC-205/HCHM-205***

***Time Allowed : Three hours***

***Maximum Marks : 70***

***Note : Attempt all the five questions. One question  
from each unit is compulsory. All questions  
carry equal marks.***

**Unit-I**

1. What is Business Research? Explain the features of Business Research.

**Or**

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**PTO**

What notes on any **two** :

- (i) Types of research
- (ii) The qualities of researcher
- (iii) Problems and precaution to the Researchers.

**Unit-II**

2. What is Research Design? What considerations should be made to select appropriate Research Design.

**Or**

Explain the various phases in a Research Process.

**Unit-III**

3. Describe Hypothesis with suitable example. What are the type of Hypothesis?

**Or**

Describe the various methods of collecting primary and secondary data. What are the advantages and disadvantages?

**Unit-IV**

4. Explain the various technique of sampling methods in Business Research.

**Or**

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Define scale. What are the different types of scale.

**Unit-V**

5. What is Data Analysis? Explain the tools and techniques of statistics used in Research Analysis.

**Or**

Several statistical softwares are available now a days?  
Which one is the most user friendly and easy to use for Business Research? Explain.