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Total Number of Pages : 02

Course: MBA  
Sub Code : 18MBA204

2<sup>nd</sup> Semester Regular/ Back Examination: 2022-23

SUBJECT: Business Research

BRANCH(S): MBA, MBA(A&M) , FM& HRM, LSCM, MBA(M&F),  
RM,BM,FM,GM,HRM,IB,MM,BA.

Time : 3 Hour

Max Marks : 100

Q.Code : M625

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What do you mean by Research?
- Write any two objectives of Research.
- What is a hypothesis?
- Why is research design needed?
- Why is Chi-square test used in the context of sampling analysis?
- Distinguish between Null hypothesis and alternative hypothesis.
- Write names of important methods of factor analysis.
- Why is report writing important?
- What is a popular report?
- Name the components which will describe the layout of the Research report.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Explain the significance of Research in modern times.
- Distinguish between Research methods and Research methodology.
- What is a good research design? Is single research design suitable in all research studies? If not, why?
- What do you mean by the power of hypothesis test? How can it be measured?
- Define sample Design, what points should be taken into consideration by a researchers in developing a sample design for his research Project.
- Distinguish between Type-I error and Type-II error highlighting on acceptance region and rejection region.
- Explain the basic principles of ANOVA.
- Give a brief note on "factor analysis" highlighting on its merits and demerits.
- Describe the Precautions that the researcher should take while interpreting his findings.
- How many types of report are there? Explain each of them briefly.
- Write a short note 'Documentation' in the context of a research report..
- Explain the importance of oral presentation of research findings.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** Describe the different steps involved in a research process. **(16)**
- Q4** "Research is much concerned with proper fact finding, analysis and evaluation". Do you agree with this statement? Give reasons in support of your own. **(16)**
- Q5** The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in brief all such steps. **(16)**
- Q6** "Report writing is more an art that hinges upon practice and experience". Discuss. **(16)**