No. of Printed Pages—2

58 (BRM)

[17–HDGKACRM–M3]

MBA 3rd Semester Exam., 2017

BUSINESS RESEARCH AND METHODOLOGY

[MBA (S3) 11]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each within *50* words) : 2×5=10

(a) Define 'sampling'.

(b) State the meaning of 'descriptive research'.

(c) Define 'cluster sampling'.

(d) Write the meaning of 'primary data'.

(e) State the meaning of 'coding of data'.

(f) Define 'report'.

2. Answer any *three* from the following questions (each within *150* words) : 4×3=12

(a) Mention the steps in a research design.

(b) Explain the different types of schedule.

(c) Discuss any two types of data analysing scale. 2+2=4

(d) Write the significance of diagrammatic representation of data in research.

3. Answer any *three* from the following questions (each within *250* words) : 6×3=18

(a) Write short notes on *(i)* cross-sectional research and *(ii)* causal research design. 3+3=6

(b) Discuss the advantages and disadvantages of factor analysis. 3+3=6

(c) Outline and explain the layout of a research report.

(d) Discuss the advantages and disadvantages of oral reports. 3+3=6

4. Answer any *four* from the following questions (each within *500* words) : 10×4=40

(a) Explain in detail the general methods used in descriptive statistics and inferential statistics. 5+5=10

(b) Explain the term 'analysis of variance'. Also discuss the Likert's summated scale method of attitude measurement.

(c) State the meaning of 'questionnaire'. Also outline the differences between questionnaire and schedule.

(d) Define 'research'. Discuss the various types of research.

(e) Discuss the significance of research in business decision making. Also explain the nature and scope of research. 5+5=10

★★★