

No. of Printed Pages : 03

Roll No.

BB-355

M.B.A. EXAMINATION, Dec. 2018

(Second Semester)

(Old Scheme) (Re-appear Only)

MBA112

BUSINESS RESEARCH METHODS

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(3-44/17)M-BB-355

P.T.O.

Unit I

1. Describe the different types of research. Explain the different steps involved in a research in a research process. **14**
2. Write short notes on the following :
 - (a) Meaning of research with suitable examples.
 - (b) Types of business problems encountered by the researcher. **7+7=14**

Unit II

3. Give your understanding of a good research design. Write in brief about descriptive research design with suitable examples. **14**
4. Briefly explain the following : **5+5+4=14**
 - (a) Distinguish between qualitative and quantitative research.
 - (b) Concept of extraneous variables.
 - (c) Meaning of independent variable in research.

M-BB-355

2

Unit III

5. Whether there is any relation between sample size and quality of research ? Also explain the procedure of selecting a simple random sample. **14**
6. Briefly describe the different methods of primary data collection. Which method of primary data collection is best and why ? **14**

Unit IV

7. The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in brief all such steps. **14**
8. Enumerate the steps involved in writing a report. Briefly explain layout of research report. **14**

(3-44/18)M-BB-355

3

130