

**18BB2003**

**M.B.A. EXAMINATION, 2020**

(Second Semester)

(C Scheme) (Main & Re-appear)

(MASTER OF BUSINESS ADMINISTRATION)

MBA106C

Business Research Methods

*Time : 3 Hours]*

*[Maximum Marks : 75*

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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.

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

**Unit I**

1. How would you define Business Research ? What are the major components of a good research study and describe the precautions to the researcher in India.
2. What is of more value to the corporate/business world—basic, fundamental, or applied research ? Justify your answer.

**Unit II**

3. What do you mean by Research Design ? What are the distinguishing features of each ? Differentiate by giving appropriate examples.

4. Write short notes on the following :

- (a) Explain the importance of dependent and independent variables in research
- (b) Explain the importance of Qualitative and Quantitative Research.

### **Unit III**

- 5. What do you mean by sample design and enumerate the different methods of collecting data. Explain its merits and demerits.
- 6. State the reasons why sampling is used in the context of research studies ?

### **Unit IV**

7. Write short notes on the following :

- (a) Role of data analysis and data coding
- (b) Explain the process of testing of hypothesis
- (c) Explain the various types of charts and diagrams used in research.

8. What do you mean by Research Report ? “Report writing is more an art that hinges upon practice and experience.” Discuss.