

**MASTER OF BUSINESS ADMINISTRATION
(MBA EV)**

Term-End Examination

December, 2012

**MCN-046 : BUSINESS RESEARCH
METHODOLOGY**

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

1. (a) Why are ethical questions philosophical questions ? 10
(b) Name some business research practices that are ethically questionable. 10
2. (a) Formulation of a problem is often more essential than its solution. Comment. 10
(b) Differentiate Descriptive Research and Causal Research. 10
3. (a) Define secondary data. 6
(b) Indicate the dangers involved in use of secondary data. 7
(c) What precautions are to be observed before using secondary data ? 7

4. What are different types of hypothesis ? Discuss any two with examples. 20
5. Pre-test refers to the testing of a questionnaire on a small sample of respondents to identify and estimate potential problems. Discuss what the researcher expect to gain from pre-testing the questionnaire. 20
6. (a) What are major sub-divisions of a Research Report ? 10
(b) What is primary purpose of methods and procedure section ? What is goal of Executive Summary ? 5+5=10
7. (a) What do you mean by degree of freedom ? 10
(b) Explain the characteristics of t-distribution. 10
8. (a) What is difference between Schedules and Questionnaire ? 10
(b) What are the advantages and disadvantages of mail survey ? 10
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