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MAM-056

**POST GRADUATE DIPLOMA IN
AGRIBUSINESS (PGDAB)**

Term-End Examination

December, 2023

**MAM-056 : QUALITATIVE AND QUANTITATIVE
ANALYSIS FOR AGRIBUSINESS**

Time : 2 Hours

Maximum Marks : 50

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Discuss different steps of a business research process. 10
2. Define attitude scale. Explain different attitude measurement scales. 10
3. What do you understand by population and sample ? Explain the probability based sampling techniques. 10
4. Explain the importance and process of data validity, data editing and data coding. 10

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5. Discuss the important steps in the preparation of a business report. 10
6. Explain the major phases of operations research. 10
7. What is meant by inventory management ? Explain the types of inventory. 10
8. Explain the concept and applications of the game theory. 10