

**MASTER OF ARTS  
(ENTREPRENEURSHIP)  
(MAER)**

**Term-End Examination  
December, 2023**

**MER-012 : BUSINESS RESEARCH METHODS  
AND APPLICATIONS**

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) *All questions carry equal marks.*

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1. Explain the significance of Research in any *five* areas of Business with suitable examples. 20
2. What do you mean by Research Design ? Discuss the functions and components of research design. 4+6+10
3. (a) Explain the importance of Diagrammatic and Graphic presentation of data in research. 10  
(b) What are the various sources of secondary data ? Discuss the precautions to be taken while using secondary data. 10

4. Discuss the various methods of sampling. Which of the methods are more suitable for market research ? 15+5
5. (a) What is Chi-square test used for ? Discuss the conditions and limitations for applying the Chi-square test. 10  
(b) What is Analysis of Variance ? Illustrate with examples. 10
6. What is reliability and validity of measurement ? Explain procedure for testing reliability of measuring instrument used in your research. 20
7. What are the major steps involved in the process of construction of a questionnaire ? 20
8. What are measures of central tendency ? Explain them briefly with advantages and disadvantages. 20
9. Write short notes on any *four* of the following : 4×5=20
  - (a) Index Numbers
  - (b) Interval Estimation
  - (c) Random Variables
  - (d) Research Reports
  - (e) Interpretation
  - (f) Normal Distribution
  - (g) Ordinal scale