

**MBA EV**

**Term-End Examination**

**June, 2012**

**MCN-046 : BUSINESS RESEARCH  
METHODOLOGY**

00523

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : (1) Attempt **any five** questions.  
(2) All questions carry **equal** marks.*

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1. Identify the rights and obligations of researches, clients and subjects of business research. **20**
  
2. Defining a research problem is half the work done. **20**  
What is meant by the statement ? Do you agree with the statement ?
  
3. (a) What are secondary sources of data ? **10**  
(b) Give advantages and disadvantages of primary data. **10**
  
4. (a) Compare the need for comparative and non comparative scales. **10**  
(b) Discuss the different types of non comparative scales used in research. **10**

5. (a) Exploratory study can be done by both secondary data as well as primary data. Explain the purpose of conducting an exploratory study. 10
- (b) Discuss different techniques of collecting exploratory primary data. 10
6. Process of data implies editing, coding, classification and tabulation. Describe in brief these four operations pointing out the significance of each in the context of research study. 20
7. Write short notes on *any two* : 10+10=20
- (a) Classification of different observation methods of data collection.
- (b) Advantages and disadvantages of Personal Survey and Telephone Survey.
- (c) Different methods to check reliability of a scale.
8. (a) How to design a good questionnaire ? 10
- (b) Why is pre-testing of questionnaire important ? How is it done ? 10
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