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MER-012

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

Term-End Examination

June, 2024

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

Time : 3 Hours

Maximum Marks : 100

***Note** : Attempt any **five** questions. All questions
carry equal marks.*

1. Briefly comment on the following statements :

4×5=20

- (a) Research methodology is a specific procedure or technique used to identify, select, process and analyse information about a topic.
- (b) Qualitative research is descriptive in nature, because it generally deals with non-numerical and unquantifiable things.
- (c) It is important that the sampling results must reflect the characteristics of the population.

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- (d) Convenience sampling refers to approaches where considerations of selectivity rather than randomness determine which observations are selected in a sample.
2. Write short notes on any *four* of the following :
4×5=20
- (a) Questionnaire method
 - (b) Systematic sampling
 - (c) Source of Data
 - (d) Criteria for Workable Hypothesis
 - (d) Formulation of Objectives
3. What do you understand by the term 'Research Design' ? Discuss different components of a research design. 5+15
4. (a) Discuss 'chi-square test for goodness of fit' with hypothetical example. 12
- (b) Explain the conditions for applying Chi-square test. 8
5. Draft a suitable questionnaire having 10 items for studying passenger's satisfaction on service of government-roadways-buses. 20
6. What do you mean by Research Problem ? Discuss various sources of research and points to be considered while selecting a research problem. 4+8+8

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7. (a) What are the points to be kept in mind while editing and coding the research data ? 10
- (b) What do you mean by classification of data ? Discuss the types of classification with an example of each. 10
8. (a) Explain the concept of sampling error. Explain various types of sampling errors encountered in business research. 10
- (b) Distinguish between correlation and regression. 10