

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

Term-End Examination

December, 2022

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

Time : 3 hours

Maximum Marks : 100

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

1. Explain various methods of research and their applicability in the area of business research. 20

2. Discuss the stages in preparation of a research report and characteristics of a good report. 20

3. (a) "A well defined research problem is half solved." Justify it with suitable examples. 10
(b) Explain the rationale behind selecting various types of research approaches in business management. 10

4. Write explanatory notes on any **two** of the following : 10+10
- (a) Source of Data
 - (b) Essentials of Good Sample
 - (c) Objectives Writing
 - (d) Chapter Plan
5. Write short notes on any **four** of the following : 4×5=20
- (a) Interpretation 5
 - (b) Research Design 5
 - (c) Tabulation of Data 5
 - (d) Measurement and Scaling 5
 - (e) Formulation of Objectives 5
 - (f) Level of Significance in Testing Hypothesis 5
 - (g) Stratified Sampling 5
6. Draft a suitable questionnaire having 10 items for studying passenger's satisfaction on service of railways. 20

7. (a) What are the different types of diagrams used for presentation of data/results. Explain them briefly with suitable examples. 10
- (b) Distinguish between Correlation and Regression. 10
8. (a) Discuss the significance of measure of central tendency and measure of variation in descriptive analysis of data. 10
- (b) Explain the conditions and limitations for applying chi-square test. 10
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