

MASTER OF BUSINESS ADMINISTRATION
(MBAEV)

Term-End Examination

June, 2013

MCN-046 : BUSINESS RESEARCH
METHODOLOGY

Time : 3 hours

Maximum Marks : 100

- Note : (i) Attempt *any five* questions.
(ii) All questions carry *equal* marks.

1. (a) Briefly discuss what is meant by problem definition. 10
(b) Why is it the most important task in Research ? Illustrate with an example. 10
2. (a) Discuss the different measurement scales. 10
(b) What are the different statistical analysis that are permissible for the different measurement scales ? 10
3. (a) What is meant by a Focus Group ? Why is it used ? 10
(b) What precautions should be observed while selecting it and its proper conduct ? 10

4. (a) Distinguish between Reliability and Validity of a scale. 10
(b) What are the different ways of classifying observation technique as a data collection method ? Give examples for each. 10
5. Distinguish between cross sectional and Longitudinal studies and what is the purpose of each ? 20
6. (a) What is meant by Research Design ? 10
(b) List the different types of Research Design and the purpose that each of these designs serve. 10
7. (a) Briefly define and discuss the steps of any research process. 10
(b) What is the importance of Literature Review in Research ? 10
8. Write short notes on *any two* : 2x10=20
(a) Multivariate Analysis
(b) Statistical packages
(c) Determination of sample size
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