MER-012

MASTER OF ARTS (ENTREPRENEURSHIP) (MAER)
Term-End Examination
June, 2023

MER-012 : BUSINESS RESEARCH METHODS AND APPLICATIONS

Time : 3 Hours　　　　*Maximum Marks : 100*

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

(ii) *All questions carry equal marks.*

1. 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

2. (a) What do you mean by classification of data ? Discuss the types of classification with an example of each. 10

   (b) What do you understand by interpretation of data ? What are the precautions to be taken while interpretating the data ? 10

3. (a) Discuss the significance of research in business. 10

(b) What is survey method of research ? How is it different from observation method of research ? 10

4. (a) What is generalisation ? Describe various methods of generalisation ? 10

(b) Explain the chief characteristics of a good research report. 10

5. What is hypothesis ? Explain its various types and the criteria for workable hypothesis. 10, 10

6. (a) What do you mean by continuous probability distribution ? How does it differ from bionomial distribution ? 10

(b) Describe the various measures of variance with the help of examples. 10

7. Discuss the Likert method of summated ratings to measure attitude. 20

8. Write short notes on any *four* of the following : 4×5=20

(a) Census *vs*. Sampling

(b) Bibliographies

(c) Skewness

(d) Research Design

(e) Judgement Sampling

(f) Time Series

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