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MAM-056

**POST GRADUATE DIPLOMA IN
AGRIBUSINESS (PGDAB)**

Term-End Examination

June, 2024

**MAM-056 : QUALITATIVE AND QUANTITATIVE
ANALYSIS FOR AGRIBUSINESS**

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. What is business research ? Explain the nature and importance of business research. 10
2. What is meant by attitude measurement ? Explain different attitude measurement scales. 10
3. Explain the meaning and techniques of non-probability sampling. 10
4. Discuss the various tabulation and graphical presentation techniques used for data summerization. 10

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5. Define central tendency. Explain different measures of central tendency. 10
6. Explain the layout of business report. Write important salient features of good report writing. 10
7. Explain the decision-making under risk using an illustration. 10
8. Discuss the various types of costs associated with inventory. 10