



Shiksha Mandal, Wardha's

G. S. College of Commerce & Economics, Nagpur

An Autonomous Institution

(Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

Second Semester Master of Business Administration Examination (CBCS)

BUSINESS RESEARCH METHODS & APPLICATIONS

(MBC 2.5)

Time: 3 Hours

Maximum Marks: 80

N.B.: All questions are compulsory.

- Q.1 Answer the following question in about 150-200 words: 10
A) In a research journey according to you what are the two important decisions to make? Explain.
OR
B) What are the 4 P's of Research Problems in Social Sciences? Also discuss the steps involved in formulation of a research problem.
- Q.2 Answer the following question in about 150 -200 words: 10
A) Draw a neat flow chart showing classification of Research Designs and explain its types in short.
OR
B) Explain the comparison between Exploratory, Descriptive and Causal research design.
- Q.3 Answer the following question in about 150 -200 words: 10
A) What are the different methods of data collection and differentiate between them?
OR
B) In the world of Research Methodology, what are the different types of sample designs in practice?
- Q.4 Answer the following question in about 150-200 words: 10
A) "The reliability and validity tests are must for judging the sound measurement", Justify the statement.
OR
B) What are the different scaling techniques used in research methods & application?
- Q.5 Answer the following question in about 150-200 words: 10
A) Discuss the significance of correlation analysis with its nature. What factors are responsible for this relationship?
OR
B) Explain the situations in which Z – test can be used.

- Q. 6 Answer the following question in about 150-200 words: 10
A) "In the era of digitalization, multidimensional scaling is gaining more importance."
Justify with examples.

OR

- B) Explain the significance of factor analysis in research.

- Q. 7 Write short notes on. (any five) 20
A) Differentiate between Quantitative & Qualitative approach in Research.
B) What do you mean by statistical designs?
C) Discuss the essentials of the correct interpretation of data.
D) Write a short note on Pilot Survey.
E) Write a short note on cross tabulation with example.
F) What is the use & significance of cluster analysis.

