



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

- Note: a) All questions are compulsory.  
b) Draw well labeled diagrams wherever necessary.

- Q.1 Answer the following question in about 150-200 words: 10  
A) What is Research? Explain its objectives and types.  
OR  
B) 'Research is much concerned with proper fact finding, analysis and evaluation'. Do you agree with this statement? Give reasons in support of your answers.
- Q.2 Answer the following question in about 150-200 words: 10  
A) What do you mean by Research Design? Explain the factors affecting the Internal & External validity of experiments.  
OR  
B) Explain the different types of Research Design and mention its importance.
- Q.3 Answer the following question in about 150-200 words: 10  
A) Explain the different types of data. Also list its advantages and disadvantages.  
OR  
B) Explain in detail the types of observation methods and discuss interview as a technique for data collection.
- Q.4 Answer the following question in about 150-200 words: 10  
A) 'Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts'. Discuss and also point out the bases of scale classification.  
OR  
B) What is a Questionnaire? Describe the contents in construction of questionnaire.
- Q.5 Answer the following question in about 150-200 words: 10  
A) What is Cross Tabulation? Explain its use and support your answer with a suitable example.  
OR  
B) Explain the meaning, usage and objectives of Correlation and Regression.

Q.6 Answer the following question in about 150-200 words:

10

A) Explain in detail, the difference between qualitative data analysis and quantitative data Analysis.

OR

B) What are the steps in Decision Making? Why is this tool used? Support your answer with a suitable example.

Q.7 Answer the following questions in about 75-100 words. (Any Five)

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A) Explain various types of Research.

B) What are the various sources of Secondary Data?

C) Discuss in short qualities of a Good Questionnaire.

D) Explain in short Editing & Tabulation.

E) What do you mean by Parametric and Non-Parametric Tests?

F) What is Cluster Analysis?

