

- (f) Explain degree of freedom.
- (g) Explain the term cluster analysis.
- (h) Difference between reference and bibliography.

UNIT – I

- 2. What do you mean by hypothesis ? Explain its steps for the formulation of hypothesis testing. 16
- 3. What is research proposal ? Describe the ingredients of research proposal. 16

UNIT – II

- 4. What is research design ? Explain the different methods of research design with an example. 16
- 5. What do you mean by scaling ? Explain the different types of scaling techniques with an example. 16

UNIT – III

- 6. Explain Mann-Whitney test. Also describe its applications and illustrate with an example. 16
- 7. What do you mean by questionnaire design ? Explain the procedure of questionnaire designing. 16

UNIT – IV

- 8. What do you mean by factor analysis ? Explain the steps for conducting factor analysis. 16
- 9. What is the meaning of research report ? Also explain its key ingredients which are included while preparing an effective research report. 16

Roll No.

12614

**MBA 2 Yr. 2nd Semester New Scheme
2019-20 Examination – May, 2023**

BUSINESS RESEARCH METHODS

Paper : 19IMG22C4

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

*Note : Question No. 1 is compulsory. Attempt four more questions, selecting **one** question from each Unit. All questions carry equal marks.*

1. (a) Explain the difference between construct and variable. $2 \times 8 = 16$
- (b) Describe business research.
- (c) Explain nominal scale.
- (d) What is Randomized block design ?
- (e) Write a note on sampling unit.

12614-4050-(P-3)(Q-9)(23)

P. T. O.