

M.B.A.(with Credits)-Regular-Semester 2012 Sem II
Paper-MBA125-C25 : Business Research

P. Pages : 1

Time : Three Hours



GUG/W/16/5187

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

1. Discuss the objectives and types of Business Research. **14**
2. Explain the various types of questions in problem identification. **14**
3. Explain the logic and importance of Hypothesis Testing. **14**
4. Describe the use of advanced technology in Research design. **14**
5. Explain the concept of scale. Discuss types of scale. **14**
6. Explain the use of computer and information technology in data collection. **14**
7. Discuss univariate analysis and bivariate analysis. **14**
8. Explain use of Statistical techniques for testing of hypothesis. **14**
9. How would you preparing research report in detail with example? **14**
10. Write short notes on **any two**.
 - a) Role of Research analyst. **14**
 - b) Methods of data collection.
 - c) Research process.
 - d) Features and types of Research design.
