

D.B.M. (with Credits)-Regular-2012-13 & Onwards D.B.M.  
**DBM-05 - Business Research Methods & Computing Techniques Paper-V**

P. Pages : 1

Time : Three Hours



**GUG/W/16/5183**

Max. Marks : 80

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

1. Classify survey research method in Detail. 20
2. Explain the concept of scaling Also discuss types of scales. 20
3. What is the scope and managerial value of Business Research? Discuss stages in research process. 20
4. Discuss global information system explain input management. 20
5. What are the major decision and layout of Questionnaire design? 20
6. What are the physiological measure of Attitude? Discuss methods of Attitude measurement. 20
7. Explain 20
  - 1) Electronic Data Interchange.
  - 2) Environment scanning.
8. Write short note **any two**. 20
  - 1) Intranets.
  - 2) Internets.
  - 3) Data Transformation.
  - 4) Research report writing process.

\*\*\*\*\*