

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II - Semester (New) Examination, November 2022**  
**Subject: Business Research Methods**  
**Paper No. MB - 205**

Time: 3 Hours

Max. Marks: 80

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. What are the objectives of business research?
2. Write about the pilot study?
3. What are the sources of error in measurement?
4. What are the uses of Chi-square test?
5. What is an executive summary in a research report?

**PART – B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

6. (a) Explain the role of Literature Review in Business Research?  
**(OR)**  
(b) What is research design? Explain the requirements of a good research design.
7. (a) What are the different types of sampling techniques?  
**(OR)**  
(b) What are the guidelines for construction of questionnaire? Explain in detail?
8. (a) Write about the Purpose and Benefits of Scaling?  
**(OR)**  
(b) What is measurement and why it is important in business research?
9. (a) Calculate the two regression equations of X on Y and Y on X from the data given below, taking deviations from a actual mean of X and Y.

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**(OR)**

- (b) Write about the uses and procedure of multidimensional scaling in research?
10. (a) Explain the importance of subjectivity and objectivity in research with suitable examples?  
**(OR)**  
(b) What is a research report? As a good researcher, state the precautions that you take while writing a business research report.