

[This question paper contains 2 printed pages.]

2894

Your Roll No.

M.COM. : SEMESTER - IV (NC) F

Paper No. - 4402

Business Research

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately
on receipt of this question paper.)

Attempt all questions.

All questions carry equal marks.

1. (a) 'A good research gives answer to, what, who, why, when, how and whom of a phenomenon'. Discuss significance and different approaches of business research in the light of the statement. (20)

OR

- (b) Explain importance of report and presentation. Discuss every part of business report and present a format of the report. (20)
2. (a) What is probability sample design ? Discuss various types of probability sampling designs. (10)
- (b) Discuss techniques of observation method of data collection. (10)

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OR

- (c) What is scientific research? Elaborate the ethics to be followed in business research. (10)
- (d) Discuss importance of scaling techniques and explain non-comparative scaling techniques. (10)
3. (a) Discuss the importance of data preparation. Explain data preparation and data examination in detail. (20)

OR

- (b) Elaborate multivariate data analysis with the help of a suitable example. (20)
4. (a) Why there is need for questionnaire? Elaborate steps involved in preparing a good questionnaire. (20)

OR

- (b) What is research design. Discuss appropriate situations where exploratory, descriptive and causal research designs are used. (20)
5. Discuss briefly any **two** of the following :
- (a) Qualitative vs Quantitative research
- (b) Bivariate analysis
- (c) Non sampling error
- (d) Cluster Analysis (10+10)

(700)