

END TERM EXAMINATION

SECOND/FOURTH SEMESTER [MBA] MAY-JUNE 2012

Paper Code: MS108
MS(FM)108
MSP204

Subject: Business Research (Old/New)

Time : 3 Hours

Maximum Marks : 60

Note: Attempt any five questions including Q.no.1 which is compulsory.

1. Write short notes on **any four** of the following:

- a) Ethics in research
- b) Research proposal and research report
- c) Types of measurement scales
- d) Factor analysis
- e) Concepts, indicators and variables
- f) Editing and coding data

(5 x 4 = 20)

2. Name **five** types of study designs? Discuss giving examples where each would be applicable.

(10)

3. Formulate a research question in any area of your interest. Outline the steps in the research process that you would need to follow to design and conduct the research study.

(10)

4. What are some of the methods of data collection used in research? Discuss with examples where these would be applicable.

(10)

5. Discuss **five** different types of sampling designs.

(10)

6. Write a note on hypothesis testing and illustrate with an example.

(10)

7. What is validity and reliability of a research instrument? Discuss the different methods for establishing the validity and reliability of a research instrument.

(10)

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