

PART – B (5 × 13 = 65 Marks)

11. (a) Explain the meaning, source identification and purpose of research questions, problems and objectives in the field of business management research.

OR

- (b) Mention and discuss various types of research with suitable examples from the business Management point of view.
12. (a) Illustrate the research design process, types and benefits in the context of any functional management research.

OR

- (b) Explain the step by step course of action of constructing a research scale and give an outline of a scale on a title of your choice.
13. (a) List out the different methods of primary data collection to carry out a business research and explain the purpose of every method.

OR

- (b) Differentiate probability method of sampling from that of non-probability method of sampling providing examples for each.
14. (a) Discuss about measures of central tendency and how they are useful in any business research work ?

OR

- (b) Explain the objective, process and application of multiple regression and correlation analysis to solve business research problems.
15. (a) Describe the process of report preparation. Discuss the importance of objectivity in writing a Marketing/Finance/Human Resource research report.

OR

- (b) Discuss the importance of language, cauterization, tone, and proof reading in a research report preparation.

PART – C (1 × 15 = 15 Marks)

16. (a) Prepare a research proposal in detail for a research problem of your business area of interest.

OR

- (b) In order to prove the importance of Chi Square analysis, correlation analysis and two sample t test analysis create tables with imaginary and appropriate values and explain the results.