DBM-05-Paper-V : Business Research Methods & Computing Techniques

P. Pages : 1   **GUG/S/18/5183**

Time : Three Hours ||||||||||||||||||||||| Max. Marks : 80

1257

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Notes : 1.   Attempt **any five** questions.
2.   All questions are carry equal marks.

1.	What is scientific research? Explain the role of research in business.	**20**
2.	Write down the nature of management research. How policy research help to formulate strategy of organization.	**20**
3.	What is research design? What consideration should be made to select appropriate research design?	**20**
4.	Define sampling? What are the features of stratified random sampling?	**20**
5.	Describe hypothesis with suitable example. What are the types of hypotheses?	**20**
6.	What is descriptive method of data analysis? Compare it with internarial method?	**20**
7.	What is a report? Describe the characteristics of a good research report.	**20**
8.	Write short note **any two.**	**20**

a)   Screening & discovering.

b)   Personal Interview.

c)   Type's of scales.

d)   Physiological measure of Attitude.

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