

Total No. of Printed Pages—3

25 (2) BRM 206

2006

(May)

BUSINESS RESEARCH METHODOLOGY

Paper : 206

Full Marks : 70

Time : 3 hours

The questions are of equal value

Answer any five questions:

1. Write notes on the following :

- (a) Steps involved in a research process
- (b) Meaning and significance of research design
- (c) Possible sources of error in measurement
- (d) Guiding considerations in the construction of questionnaire

2. Enumerate the different methods of collecting data. Which one is the most suitable for conducting enquiry regarding family welfare programme in India? Explain its merits and demerits.

3. (a) What is a hypothesis? The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in brief all such steps.

(b) You are given a sample of 150 observations classified by two attributes A and B as follows :

	A ₁	A ₂	A ₃	
B ₁	40	25	15	80
B ₂	11	26	8	45
B ₃	9	9	7	26
	60	60	30	150

Examine whether A and B are associated.

4. (a) Describe three basic types of research citing example in each case.

(b) Name the important multivariate techniques and explain the important characteristics of each one of such techniques.

5. (a) Discuss the different factors to be taken in consideration while choosing between probability and non-probability sampling.

(b) Give detailed descriptions of the following scales :

- (i) Semantic differential scale
- (ii) Likert scale

6. Are you in agreement with the following statement? If so, give reasons :

- (a) Validity is more critical to measure than reliability.
- (b) Content validity is most difficult type of validity to determine.
- (c) Reliable measurement is necessarily a valid measurement.

7. Describe any two of the important research designs used in experimental hypothesis testing research study.

8. (a) Explain the significance of a research report and narrate the various steps involved in writing such a report.

(b) What are the different forms in which a research work may be reported? Describe.
