

7. (a) Give a typical research report outline. *Sim notes*

(b) Under what circumstances a researcher would prefer the use of multivariate analysis to univariate or bivariate analysis?

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BUSINESS RESEARCH METHODOLOGY

Paper-206

Full Marks-70

Time-Three hours

The figures in the margin indicate full marks for the question.
Answer Question No.6 and any three from the rest.

- 1. Write notes on the following :
 - (a) Research Process *38 photos*
 - (b) Parametric study and Non-parametric study *168, 21*
 - (c) Primary data and Secondary data *sim notes*
 - (d) Reliability and Validity of measure *sim notes*
 - (e) Causal research study with an example. *sim notes*
- 2. What is the meaning of measurement of research? What difference does it make if we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples. *Sim notes*
- 3. (a) Explain briefly why data collection and data analysis should not be separated at the planning stage of any research project. *15*
- (b) Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with suitable examples. *8*

Sim notes + 314.

[Turn over

What is a questionnaire? What are the advantages and limitations of (i) open-ended questions, (ii) dichotomous question and (iii) multiple-choice questions? 264

What is the purpose of modelling? Why is simulation modelling important in comparison with other available quantitative techniques? Explain with the help of suitable example. SIM Notes. 15

6. Indian industries in the post-globalisation era, have undergone a sea-change in their operation, selection, transfer and acquisition of technology have become the talk of the business today. Global Competitiveness Report (GCR), 1998 has revealed that India ranks 41 out of 55 countries against USA as no.1. So it is worthwhile to measure the strength and weakness of technological competitiveness of Indian industries in this liberalised, privatised and globalised environment. The competitiveness of Indian industries is to be compared with global players.

In view of the above facts, it is required to carry a study of technological competitiveness of Indian industries. You, as a researcher are asked to answer the following:

- (a) What could be the objective(s) of your study? 5
- (b) What is sampling frame and how do you decide the sampling plan to make the above study? 5
- (c) Mention few hypothesis that can be tested out from the data of the study. 5
- (d) List out 5 relevant questions which can be circulated to the company executives. 10