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2502/HRM/209

2003

11.11.11

BUSINESS RESEARCH METHODOLOGY

Paper : 206

Full Marks : 70

Time : Three hours

The questions are of equal value

Answer any five (5) questions.

1. Write notes on the following :

- (a) Pure research Vs Scientific research 28
- (b) Sampling and non sampling errors *syn notes + 357*
- (c) Outline of a Research report : *Sin notes*
- (d) Pre testing of a questionnaire

2. (a) Define business research. How scientific is business research? 28

- (b) In a seminar class, there was a heated discussion between some student who claimed that "theory is impractical and thus no good" and others who claimed that "good theory is the most practical approach to problems". What position would you take and why?

Contd.

(a) Some questions are answerable by research and others are not. Distinguish between terms using some management problems of your choosing.

(b) Distinguish between descriptive and causal research.

sin notes

4. What are the essential differences among nominal, ordinal, interval, and ratio scales? How do these differences affect the statistical analysis techniques we can use?

sin notes

5. (a) "A valid measurement is reliable, but a reliable measurement may not be valid." Do you agree or disagree? Explain.

sin notes

(b) Explain the following types of questions, giving a suitable example in each case :

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- (i) Opinion-oriented ✓
- (ii) Leading

(a) Distinguish between parametric and non-parametric tests.

(b) Under what kind of conditions would you recommend a probability sample and a non-probability sample?

7. (a) What is the purpose of an oral presentation? What guidelines should be followed in an oral presentation.

(b) Explain experimental designs and their classification.