

- (1) Identifying the information
- (2) Defining the research objectives & info needs
- (3) Research design & data source
- (4) Data collection procedure
- (5) Sample design
- (6) Data collection
- (7) Editing & coding
- (8) Missing the data
- (9) Analysis
- (10) Interpretation

Total number of printed pages—3

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= 2

25(2) BRM 206

2005

**BUSINESS RESEARCH METHODOLOGY**

PAPER: 206

Full Marks: 70

Time: Three hours

The questions are of equal value.

Answer any five questions.

1. Write notes on the following:

- (a) Business research vs scientific research 28
- (b) Sampling and non-sampling errors *SIH notes*
- (c) Logic of hypothesis testing *SIH notes =*
- (d) Dichotomous questions vs multiple-choice questions. *264*

2. Describe the stages in a research process. Do these stages follow the scientific method? *38 f notes*

Contd.

3. What is research design? Explain how cross-sectional studies differ from longitudinal studies. *SIM notes*

4. (a) Comment on the validity and reliability of the following: *SIM notes*

Ⓟ "A respondent's report of an intention to subscribe the "Economic Time" is highly reliable. A researcher believes this constitutes a valid measurement of dissatisfaction with the economic system and alienation from big business."

(b) Discuss the difference between validity and reliability. *SIM notes*

Ⓟ (a) Explain the concept of attitude. On what grounds can attitude not be directly linked to behaviour?

(b) Indicate whether the following measures use a nominal, ordinal, interval or ratio scale.

(i) Prices on the stock market *P* *SIM notes*

(ii) Marital status classified as, "married" or "never married" *ORDINAL*

(iii) Whether a respondent has ever been unemployed. *ordinal*

(iv) Professional rank: assistant professor, associate professor or professor

(v) Grade: A, B, C, D or F. *J. J. J.*

Ⓟ 6. Describe the various steps involved in the sampling process.

7. Suggest two or three problems in social sciences where factor analysis and cluster analysis can be effectively used.

Ⓟ 8. (a) How does oral presentation of research differ from the written research report?

(b) What ethical concerns arise when you prepare a research report?

