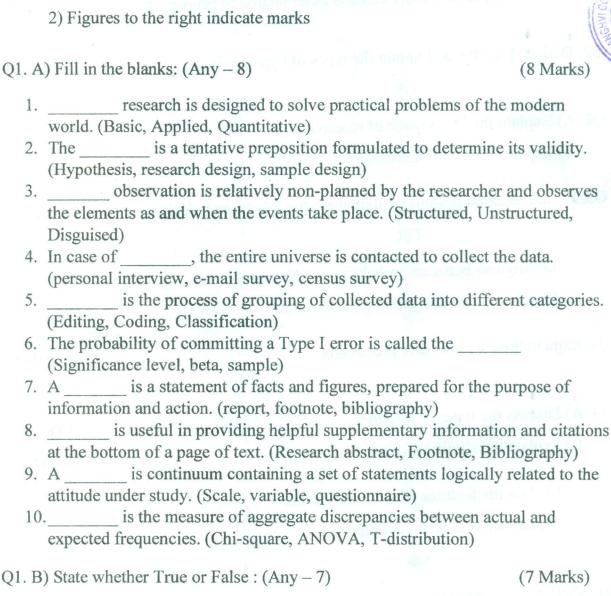
IV - SYBMS - Reg A.T.K.T.

BUSINESS RESEARCH METHODS

Marks: 75 Time: 2.5 hours

Note: 1) All questions are compulsory with internal choice.



- - 1. Research may be undertaken to verify and test existing laws or theories.
- 2. A specific value assigned to a variable is called as an attribute.
- 3. Research design helps to monitor research expenditure.
- 4. Data processing is the intermediary stage between data collection and data analysis.
- 5. Manual tabulation is possible when the sample size is large.
- 6. Non-parametric analysis can be used only when the data are normally distributed.

- 7. The research report is required for approval from concerned authorities.
- 8. Value judgement of the researcher brings in objectivity of the research.
- 9. It is essential to conduct pilot study for pre-testing questionnaire.
- 10. Secondary data is more reliable as compared to primary data.

Q2. Define Hypothesis. Explain the types of hypothesis.	(15 Marks)
OR	30
Q2. A) Explain the importance of research.	(8 Marks)
B) Explain the nature of research.	(7 Marks)
Q3. Define research design. Explain the types of research design.	(15 Marks)
OR	
Q3. A) Distinguish between probability v/s Non-probability method	ods. (8 Marks)
B) Explain the advantages of primary data.	(7 Marks)
Q4. Explain the stages in data processing.	(15 Marks)
OR OR OTHER DESIGNATION OF THE PROPERTY OF THE	
Q4. A) Discuss the types of research.	(8 Marks)
B) Explain the significance of secondary data.	(7 Marks)
Q5. A) Explain the features of secondary data.	(8 Marks)
B) Explain steps in writing a report.	(7 Marks)
OR	
Q5. Short Notes: (Any-3)	(15 Marks)

- a) Types of questions
- b) Confidentiality and Anonymity in research
- c) Footnotes
- d) Qualitative and Quantitative research
- e) Testing of hypothesis