

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) A.B.M.

Semester : III (New)	Term : First	Academic Year : 2022-23
Course No. : BM 233	Title : Business Research Methods	
Credits : 3(2+1)	Time : 09:00 to 12:00 hrs.	Total Marks : 80
Day & Date : Monday, 06.02.2023		

- Note :
1. Solve ANY EIGHT questions from SECTION 'A'.
 2. All questions from SECTION 'B' are compulsory.
 3. All questions carry equal marks.
 4. Draw neat diagram wherever necessary.

SECTION 'A'

- Q.1 Define Business Research. Explain in detail types of research.
- Q.2 Explain in detail the concept of Likert scale.
- Q.3 Define Correlation. Explain sampling design process.
- Q.4 What is Ethics in business research? Explain ethical principles.
- Q.5 Define Research Proposal. Give importance of research proposal.
- Q.6 Enlist steps in research process. Explain any four of them.
- Q.7 What is Primary and Secondary data? Describe data collection methods.
- Q.8 Explain in detail scales of measurement.
- Q.9 Explain different types of research design.
- Q.10 Write short notes on (Any Two):
 - 1) F-test
 - 2) ANOVA
 - 3) Focus group discussion

SECTION 'B'

- Q.11 State True or False:
- 1) Parametric tests require qualitative measurement on the sample data in the form of an interval or ratio scale.
 - 2) Non-parametric tests can be applied to nominal and ordinal scaled data.
 - 3) Correlation near to +1 indicates a high degree of positive correlation.
 - 4) When a dissertation (or thesis) is represented in a short and precise form, it is known as a research proposal.
 - 5) Test for the difference between two proportions can be performed using Chi-square distribution.
 - 6) A 't-test' is a statistical test that is used to compare the means of two groups.
 - 7) Research is used to test a hypothesis of a causal relationship between variables.
 - 8) Applied research is also known as 'basic research' or 'fundamental research'.

(P.T.O.)

Q.12 Fill in the blanks:

- 1) When both variables change in the same direction, it is _____ correlation.
- 2) _____ is creative and systematic work undertaken to increase the stock of knowledge.
- 3) A _____ is a list of books and other source material that you have used in preparing a research paper.
- 4) The _____ is a written overview of major writings and other sources on a selected topic.
- 5) _____ are norms or standards of behavior that guide moral choices about our behaviour and our relationship with others.
- 6) A _____ is a statistical measurement that accounts for the difference between actual and projected results in a random survey sample.
- 7) _____ is a statistical technique that can be used to analyze the relationship between a single dependent variable and several independent variables.
- 8) The first page of research report is _____.

