

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION
B.Sc.(Hons.) A.B.M.

Semester : III (New)	Term : First	Academic Year : 2023-24
Course No. : BM 233	Title : Business Research Methods	
Credits : 3 (2+1)		
Day & Date : Monday, 11.12.2023	Time : 9:00 to 12:00 hrs.	Total Marks : 80

- 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 Research. Explain in detail types of research.
- Q.2 Define Research proposal. Write in detail importance of research proposal.
- Q.3 What is Data analysis? Explain qualitative and quantitative methods of data analysis.
- Q.4 Define Research process. Explain the steps of research process.
- Q.5 Define Research design. Discuss types of research design.
- Q.6 Explain in detail about types of Likert scale.
- Q.7 Describe the basic scale of measurement.
- Q.8 Explain methods of exploratory research design.
- Q.9 Discuss the steps of sampling design and process.
- Q.10 Explain data collection methods along with data sources.

SECTION 'B'

- Q.11 Define the following terms:

- | | |
|--------------------------------|--------------------------|
| 1) Likert scale | 2) Coding |
| 3) Field editing | 4) Applied Research |
| 5) Qualitative Research | 6) Pure Research |
| 7) Descriptive research design | 8) Quantitative Research |

- Q.12 Fill in the blanks:

- 1) A systematic, controlled, empirical and critical investigation of natural phenomena guided by theory and hypothesis, is called _____.
- 2) Data that has already been collected for some other purpose, is termed as _____.
- 3) _____ research is a fact finding investigation.
- 4) Conducting surveys is the most common method of generating _____.
- 5) The application of scientific methods to the study of business problem, is called _____.
- 6) Research process generally starts with _____.
- 7) _____ research deals with practical problems.
- 8) The variable that changes due to the action of another variable, is known as _____.

