END TERM EXAMINATION

SECOND SEMESTER [MBA] APRIL-MAY 2019

Paper Code: MS-108	**Subject: Business Research Methods**
MBA(FM)-108	**(Batch: 2017 onwards)**

Time: 3 Hours   **Maximum Marks: 75**

Note: Attempt any five questions. All questions carry equal marks.

Q1   What are research philosophies? How deductive and inductive reasoning approaches in research different from each other, explain briefly.

Q2   What are the different research design approaches? And explain why different research design approaches are used for different purposes.

Q3   Discuss the relative advantages and disadvantages of using focused groups over in-depth interviews. And identify major research problems suited for each technique.

Q4   What do you mean by "sampling design"? Why probability sampling is generally preferred to non-probability sampling?

Q5   What are the different types of ANOVA tests? What are the assumptions that need to be made for application of ANOVA tests?

Q6   Explain the following terminologies related with research (Answer **any five**)-
(a) Constructs
(b) Moderating Variables
(c) Extraneous Variables
(d) Applied Research
(e) Analytical Research
(f) Cross-sectional Research

Q7   Write short notes on **any three** of the following:-
(a) Pearson's correlation coefficient
(b) Regression analysis
(c) Homoskedasticity
(d) Multiple regression

Q8   Explain **any three** of the following:-
(a) Factor Analysis
(b) Discriminant Analysis
(c) Cluster Analysis
(d) Structural Equation Modeling

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