K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM RM SEM-II

(Batch -2016-2018)

Subject: Business Research

Maximum Marks: 50

Date: 28thDec 2016   Duration: 3 hours

NOTE: Answer Section B on a word Document; save it as per roll number, e.g. PGRM-57

SECTION A (Attempt any 4 questions)

Q1. What is Business Research? Explain types of research with suitable example.

Q2. "Secondary data functions as first line of attack", elaborate. What are the sources of secondary data? Identify some typical research objectives for secondary-data studies.

Q3. Explain Observation technique as primary data collection method. Specify merits and demerits.

Q4. Explain any types of attitude measurement scales, with two examples each.

Q5. What is sampling and sampling design? Elaborate with examples any three non-probability sampling types.

Q6. What is main effect and interaction effect in Experimentation? Explain any two types of experimentations.

SECTION B

Compulsory questions (Each question carries 6 Marks)