

Program: PGDM IB SEM-II (Batch -2016-2018), End Term Exam paper, Subject: Business Research

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM IB SEM-II

(Batch -2016-2018)

Subject: Business Research

Maximum Marks: 50

Date : 28th Dec 2016

Duration: 3 hours

NOTE: Answer Section B on a word Document; save it as per roll number, e.g. PGRM-23

SECTION A(Attempt any 4 question, each question carries 8 marks)

- 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)