



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April/May 2019)

School: School of Management

Program: MBA (BIS/MaC/SM)

Course: Business Research Method

Course Code: MGT520

Semester: II

Max Marks: 60

Duration (mins): 120 mins

Answer Any **Five**

Each question carries equal Marks

1. Develop a good research design by taking an example of imaginary “research problem”.
2. Describe different types of research, clearly pointing out the difference between an experiment and survey research.
3. Explain the sampling methods with taking suitable examples.
4. What is the meaning of measurement in research and what difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples
5. What are types of data collection methods? Explain in briefly?
6. Explain the significance of research report and narrate the various steps involved in writing such a report.
7. What is validity and reliability in business research and explain the different kinds of experimental research design.

******* All the Best*******