MBA 2\textsuperscript{nd} Semester Examination
June 2014
Subject - Business Research Methodology
Subject Code - MSL 512

Time Allowed: 03 hours. Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1. (a) Distinguish between probability and non-probability sampling.
(b) How research and scientific methods are closely related.
(c) What are parametric tests?
(d) Explain the types of observation method. (4x5=20)

2. What is research design? Explain. (20)
   (a) Experimental research design
   (b) Exploratory research design

3. What is Likert scale? Prepare a questionnaire based on the Likert scale with research problem-Impact of Face-book on students. (20)

4. Explain methods of sampling. (10x2=20)
   (a) Probability methods
   (b) Non-probability methods

5. Explain
   (a) Null hypothesis
   (b) Level of significance
   (c) type-1 and type-2 errors
   (d) One-two tai

6. Explain steps of report writing. (20)

7. Write short notes (10x2=20)
   (a) Research proposal
   (b) Research ethics