

MBA-1 Sem.-2 MBA (BI) Examination

BI-207

Business Research & Analytics

May 2022

Time : 2-00 Hours]

[Max. Marks : 50

Subject : Business Research & Analytics (BRA)

Date: 12/05/2022

Duration: 2 hours.

Marks:50

Instructions :(1) This paper contains **FIVE** questions.

(2) All questions are compulsory.

(3) Question No.2, 3, 4 have internal options.

(4) Figures in the right side in parenthesis indicate marks.

- Q:1 Select a topic of your choice and design a questionnaire for the selected topic. 10
- Q:2 Summarize the steps of hypotheses testing. 10
- OR**
- Q:2 Write a detailed note on writing and formatting of the reports. 10
- Q:3 Primary data collection v/s secondary data collection. 10
- OR**
- Q:3 Explain in brief commonly used scales in business research. 10
- Q:4 Briefly describe the steps involved in a research process. 10
- OR**
- Q:4 Explain in brief different types of sampling methods. 10
- Q:5 Draft a research proposal for any topic of your choice. 10

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