

**M.B.A. in B.I. Semester-2 Examination****BI-205****BRA****Time : 2-30 Hours]****April-2024****[Max. Marks : 70**

- 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 any research title of your choice, narrate objectives of it and develop the instrument/questionnaire for selected research title. (14)

**Q:2** A common feature of business research is the attempt to have respondents communicate their feelings, attitudes, opinions, and evaluations in some measurable form. To this end, researchers have developed a range of scales. Write a detailed note on various scales by citing examples (14)

**OR**

**Q:2** Explain research design with suitable examples. (14)

**Q:3** Write a detailed note on writing and formatting of the reports. (14)

**OR**

**Q:3** Briefly describe the steps involved in a research process. (14)

**Q:4** Distinguish between the following. (Any Two) (14)

1. Exploratory studies v/s Descriptive research
2. Null hypothesis v/s alternate hypothesis
3. Type I v/s Type II error

**OR**

**Q:4** Discuss all the methods of sampling. (14)

**Q:5** Summarize the steps of hypotheses testing. (14)

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