

**MASTER OF ARTS
(ENTREPRENEURSHIP)
(MAER)**

**Term-End Examination
December, 2024**

**MER-012 : BUSINESS RESEARCH METHODS AND
APPLICATIONS**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

1. (a) "A well defined research problem is half solved." Justify it with suitable examples.

10

(b) Explain the rationale behind selecting various types of research approaches in business management.

10
2. Discuss different stages in preparation of a research report and characteristics of a good report.

20

3. (a) What do you understand by interpretation of data ? What are the precautions to be taken while interpreting the data ? 10
- (b) Explain the Logical Methods of Generalization. 10
4. Write short notes on any *four* of the following :
4×5=20
- (a) Skewness
- (b) Census *vs.* Sampling
- (c) Bibliographies
- (d) Research Design
- (e) Stratified Sampling
5. Draft a suitable questionnaire having 10 items for studying passenger's satisfaction on service of railways. 20
6. Explain various methods of research and their applicability in the area of business research. 20

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7. (a) Discuss the significance of measure of central tendency and measure of variation in descriptive analysis of data. 10
- (b) Distinguish between Correlation and Regression. 10
8. Discuss the types of measurement scales used to measure attitude with example. 20

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