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MER-012

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

**Term-End Examination
December, 2025**

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

Time : 3 Hours

Maximum Marks : 100

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

1. Briefly comment on the following : $5 \times 4 = 20$
 - (a) “The independent variable is the variable which the experimenter manipulates or changes, and is assumed to have a direct effect on the dependent variable.” Briefly illustrate.

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- (b) “Expected value is the fundamental idea in the study of probability distributions.” Justify.
 - (c) “Random sampling is a part of the sampling techniques in which each sample has an equal probability of being chosen.” Discuss briefly.
 - (d) “A *t*-test is a type of inferential statistics used to determine if there is a significant difference between the means of two groups, which may be related in certain features.” Discuss briefly.
 - (e) “The ANOVA is appropriate when there is more than one explanatory factor, in which case a multifactor ANOVA may be used.” Explain briefly.
2. (a) What do you understand by interpretation of data ? What precautions are to be taken while interpreting the data ? 10
- (b) Explain the logical methods of generalization. 10

3. (a) Why there is a need for formulating hypotheses in research ? Explain the procedure of formulating hypotheses. 10
- (b) Explain the conditions and limitations for applying Chi-square test. 10
4. "A well defined research problem is half solved." Justify it with suitable examples. 20
5. What do you understand by the following :
5+5+5+5
- (a) Null hypothesis
- (b) Alternative hypothesis
- (c) Type-I error
- (d) Type-II error
6. Explain any *four* methods of research with relevant examples. 5+5+5+5
7. (a) Explain different sources of secondary data for research. What precautions have to be taken while using secondary data ? 10
- (b) Distinguish between Z-test and *t*-test. 10

8. Write short notes on any *two* of the following : 4×5=20

- (a) Pie diagram
- (b) Questionnaire method
- (c) Objective writing
- (d) Normal distribution
- (e) Components of Research Report

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