

No. of Printed Pages : 2

**MAM-056**

**POST GRADUATE DIPLOMA IN  
AGRIBUSINESS (PGDAB)**

**Term-End Examination**

**June, 2025**

**MAM-056 : QUALITATIVE AND QUANTITATIVE  
ANALYSIS FOR AGRIBUSINESS**

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. Define the term business research. Discuss the characteristics of business research.
2. What is meant by experimental research method ? Explain its features and types.
3. What do you understand by attitude measurement scales ? List different attitude measurement scales and explain any *two* of them.

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4. Discuss the meaning and sources of sampling and non-sampling errors in research design.
5. Discuss the meaning and importance of validity, data editing and coding in data preparation and analysis.
6. Explain the advantages and types of an observation method in qualitative research techniques.
7. What is operations research ? Discuss the scope of operations research in various fields.
8. Discuss the application of Programme Evaluation and Review Technique (PERT) and Critical Path Method (CPM).

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