



HDO-002-004101

Seat No. _____

M. Phil (Comm.) (Sem. I) (CBCS) Examination

November / December – 2017

Paper - I : Elements of Business Research

Faculty Code : 002

Subject Code : 004101

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- 1 (A) Defining research problem and also briefly discuss the process of formulating the problem. 10
(B) Explain characteristics of Business Research. 10

OR

- 1 (A) What is Business Research? Explain major problems in the area of Business Research. 10
(B) Explain types of Business Research. 10

- 2 Explain in brief various methods and techniques of collecting data. 20

OR

- 2 Discuss probability sampling and non probability sampling methods with the help of suitable example. 20

- 3 What are non-parametric tests? How are they different from parametric tests? Explain the advantages and disadvantages of the non-parametric tests. 15

OR

- 3 (A) In a before-after experiment if two set of observations are related, what type of statistical test should be employed? What would be the null hypothesis? How would the test statistic be calculated? 10
(B) Differentiate using suitable example between the one-way and two-way analysis of variance. 5

- 4 (A) What do you understand by hypothesis testing? 8
Discuss step by step hypothesis testing process.
- (B) Explain different methods of giving footnotes, 7
references in the project report.

OR

- 4 (A) Explain the different components of a research report. 8
- (B) Write a note on: Correlation and Regression. 7
