



PBT-002-004101

Seat No. _____

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

November / December - 2018

Elements of Business Research : Paper - I

(Core - 1)

Faculty Code : 002

Subject Code : 004101

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

[Total Marks : 70

1 What is Business Research ? Explain components of an ideal research design. **20**

OR

1 (a) Explain different areas of business research. **10**
(b) Explain research process in detail. **10**

2 What do you mean by scaling in research ? Describe different scaling techniques pointing out merits and demerits of each. **10**

OR

2 Write a note on : **10**
(a) Types of Data.
(b) Probability sampling methods.

3 Explain the various types of parametric test with suitable examples. **15**

OR

3 Define questionnaire. Saurashtra University is conducting a survey regarding the students' behaviour towards exam procedure of Saurashtra University. Prepare and develop a questionnaire which meets the mentioned criteria. **15**

4 Write a note on : (any **three**) **15**
(1) Types of reports.
(2) Type I and II error.
(3) Referencing styles.
(4) Regression Analysis
(5) Non-parametric test.