END TERM EXAMINATION

THIRD SEMESTER [BCOM(HONS)] JANUARY-FEBRUARY 2023

Paper Code:BCOM205   **Subject: Business Research**

Time: 3 Hours   **Maximum Marks: 75**

Note: Attempt any five questions. All questions carries equal marks.

Q1   A company faced with the problem of increasing rate of turnover, want you conduct a research of the problem. Prepare a blueprint of research process you will follow

Q2   Write **notes on**:
a) Panel Studies
b) Compare primary and secondary source
c) Longitudinal studies

Q3   Describe the conditions of good measurement. Distinguish between nominal and ordinal scale as well as interval and ratio scale. Elaborate by taking suitable examples.

Q4   A milk producer's union wishes to test whether the preference Pattern of consumers for its product is dependent on income levels. A random sample of 500 individuals give following data

Income	Product Preferred			
	Product A	Product B	Product C	Total
Low	170	30	80	280
Medium	50	25	60	135
High	20	10	55	85
Total	240	65	195	500

Can you conclude that the preference pattern are independent of income levels? (for V=4, Chi Square0.05 =9.49)

Q5   What are the assumptions of non-parametric test Discuss ANOVA test in detail by taking suitable example of any hypothetical survey.

Q6   Write a note on different types of <u>attitude scales</u> by giving suitable examples.

Q7   Discuss style and ingredients of report format. Elaborate by giving examples in different sections.

Q8   Discuss different citation style by giving suitable examples.

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