

2021

BUSINESS ADMINISTRATION — HONOURS

Paper : A401-C-8

(Business Research)

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

*Answer **any five** questions.*

1. State the steps involved in the marketing research process. Explain the scope of marketing research. 4+12
 2. What is a Research Proposal? Detail the components of a research proposal. 16
 3. State the advantages and disadvantages of secondary data. Explain the criteria for evaluating secondary data. 8+8
 4. (a) What are the key differences between a focus group discussion and an in-depth interview?
(b) Discuss about the various projective techniques used in qualitative research using suitable illustrations. 8+8
 5. (a) What is 'research design'? Why is research design necessary for conducting a study?
(b) How do exploratory and descriptive studies differ from each other? Explain using appropriate examples. 8+8
 6. (a) State the advantages and disadvantages of personal interviews.
(b) Compare between a 'postal survey' and an 'email survey' by highlighting their pros and cons in the context of business research. 8+8
 7. Differentiate between (*any two*): 8×2
 - (a) Management decision problem versus Marketing research problem
 - (b) Human observation versus Mechanical observation
 - (c) Likert scale versus Semantic Differential scale
 - (d) Open ended questions versus Closed ended questions.
 8. What is the difference between ratio and interval scale? State the measures of central tendency and measures of dispersion which will be used for the four primary scales of measurement. 4+6+6
 9. Give a brief account of exploratory and descriptive research. Explain the advantages and disadvantages of primary data. 8+8
 10. Analyze the differences between survey and observation methods of primary data collection. Mention the characteristics of qualitative data research. Mention the differences between qualitative and quantitative data research. 8+4+4
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