

**MASTER OF ARTS  
(ENTREPRENEURSHIP)  
(MAER)**

**Term-End Examination  
December, 2024**

**MER-012 : BUSINESS RESEARCH METHODS AND  
APPLICATIONS**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. (a) “A well defined research problem is half solved.” Justify it with suitable examples.  

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(b) Explain the rationale behind selecting various types of research approaches in business management.  

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2. Discuss different stages in preparation of a research report and characteristics of a good report.  

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3. (a) What do you understand by interpretation of data ? What are the precautions to be taken while interpreting the data ? 10
- (b) Explain the Logical Methods of Generalization. 10
4. Write short notes on any *four* of the following :  
4×5=20
- (a) Skewness
- (b) Census *vs.* Sampling
- (c) Bibliographies
- (d) Research Design
- (e) Stratified Sampling
5. Draft a suitable questionnaire having 10 items for studying passenger's satisfaction on service of railways. 20
6. Explain various methods of research and their applicability in the area of business research.

20

**[ 3 ]**

7. (a) Discuss the significance of measure of central tendency and measure of variation in descriptive analysis of data. 10
- (b) Distinguish between Correlation and Regression. 10
8. Discuss the types of measurement scales used to measure attitude with example. 20

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