

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

**Term-End Examination
June, 2025**

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

Time : 3 Hours

Maximum Marks : 100

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

1. Prepare a detailed hypothetical structure of the Research Report. 20
2. Explain various methods of research and their applicability in the area of business research. 20
3. (a) Discuss the significance of measures of central tendency and measures of variation in descriptive analysis of data. 10

- (b) Explain the importance of diagrammatic and graphic presentation of data in research. 10
4. Discuss the various methods of sampling. Which methods are more suitable for market research ? 15+5
5. What are various methods of collecting primary data ? Explain them briefly and make a questionnaire to carry out a survey to find out the investment pattern made by the employees of ABC company and to understand their risk behaviour. 5+15
6. Briefly comment on the following statements : 4×5=20
- (a) “Qualitative research is descriptive in nature, because it generally deals with non-numerical and unquantifiable things.” Justify.
- (b) “Research methodology is specific procedure or technique used to identify, select, process and analyse information about a topic.” Explain.

- (c) “It is important that the sampling results must reflect the characteristics of the population.” Discuss.
- (d) “Convenience sampling refers to approaches where considerations of simplicity rather than randomness determine which observations are selected in a sample.” Justify.
7. (a) Discuss the difficulties faced by a researcher in business research. 10
- (b) Explain various scaling techniques of attitude measurement with examples. 10
8. Write short notes on any *four* of the following : 4×5=20
- (a) Survey Method of Research
- (b) Bibliographies
- (c) Research Design
- (d) Stratified Sampling
- (e) Skewness

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