

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

Term-End Examination

June, 2026

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

Time : 3 Hours

Maximum Marks : 100

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

1. Discuss the method of random sampling.
Distinguish between cluster sampling and stratified sampling. 10+10
2. Distinguish between the following : 5+5+5+5
(a) Mean and Median

- (b) Fundamental Research and Applied Research
 - (c) Correlation and Regression
 - (d) Census and Sample
3. Briefly comment on any *four* of the following with the help of an example : $5+5+5+5$
- (a) Primary data refers to the first hand data gathered by the researcher.
 - (b) The biggest advantage of median is that extreme observations do not affect its usefulness of diagrammatic presentation of statistical data in business research.
 - (c) Null hypothesis may be described as an assumption or a statement regarding a parameter.
 - (d) A t-test is a type of inferential statistic used to determine if there is a significant difference between the means of two groups, which may be related in certain features.

- (e) The independent variable is the variable the experimenter manipulates or changes, and is assumed to have a direct effect on the dependent variable.
4. Prepare a detailed hypothetical structure of the Research Report. 20
5. (a) What is a research problem ? In the light of research problem, how are hypothesis framed ? Explain with examples. 10
- (b) What are the statistical techniques used to test the hypothesis ? Explain any *two* them. 10
6. Distinguish between any *two* of the following : 10+10
- (a) Type-I and Type-II error
- (b) Z-test and t-test
- (c) Comparative and Non-comparative scaling techniques.

7. Write short notes on any *four* of the following : 4×5=20

- (a) Skewness
- (b) Pie diagram
- (c) Level of significance
- (d) Questionnaire Method
- (e) Methods of Generalisation

8. What do you understand by the term 'Research Design' ? Discuss different components of a research design. 5+15

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