PG (Even) Semester Examination, 2023

BUSINESS ADMINISTRATION

(2nd Semester)

Course No.: CP-204

(Business Research)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. What is research? What are the different types of research? Discuss in brief the various steps involved in the research process. 2+4+8

Or

2. (a) What is research problem? How will you identify the research gap? 2+2=4

   (b) What is the purpose of the literature review? What are the different approaches to literature review? What are the sources of the review of literature? Discuss in brief about the review matrix. 2+4+2+2=10

3. (a) What are the primary and secondary sources of data? What are the merits and demeirts of primary and secondary sources of data. 2+4=6

   (b) What is Scaling Technique? What are the primary scaling techniques? What are the various comparative and non-comparative scaling techniques. 2+4+2=8

Or

4. (a) What is sample? What are the various sampling methods? 1+6=7

(b) What is sample size? Derive the formula separately for determining the sample size of a finite population and an infinite population. 1+3+3=7

5. The following table shows the costs and profits for eight years of a company.

X (cost):	52	63	45	36	72	65	47	20
Y (Profit) :	62	53	51	25	79	43	60	30

(i) Obtain the regression equation of Y on X and find the expected profit for the year when the cost is 49.

(ii) Obtain the regression equation of X on Y and find the the cost when the profit is 60.

(iii) Find the correlation coefficient between X and Y. 6+6+2

6. Two types of drugs were used on 6 and 8 patients for reducing their weight. Drug A was imported and Drug B is indigenius. The decrease in the weight after using the drugs for six months was given below in the table. Is there any significant difference in the efficacy of the two drugs?

Drug-A : 10, 12, 13, 11, 14, 15

Drug-B : 8, 9, 12, 14, 15, 10, 9, 15

(Table value of t for degree of freedom= 12 at α= 5% is 2.179). 14

7. "Research Report Writing is more an art that requires practice and experience" in the light of the above statement. Explain the significance of report writing along with the necessary steps for preparing a Research Report. 14

Or

8. Write short notes on the following :

(i) Validity and Reliability in Research. 4

(ii) Qualitative Research Process. 3

(iii) Data Collection Tools 3

(iv) Parametric and non-parametric statistics. 4

Or

Methods of assessing Nomality of Data of Variable(s). 4

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