

MBA 205 BUSINESS RESEARCH METHODS



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Short Description

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Description

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Product Details: MBA 205 BUSINESS RESEARCH METHODS

Format: BOOK

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Publisher: MEHTA SOLUTIONS

Edition Description: 2019-20

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

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BUSINESS RESEARCH METHODS

Paper Code: MBA 205

External Marks: 80

Internal Marks: 20

Time: 3 Hr

Instructions for External Examiner: The question paper shall be divided in two sections. **Section 'A'** shall

comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Unit-I

Business research; its concept, nature, scope, need and managerial value of business research; components of theory – definitions, concepts, constructs, variables, hypothesis, process of research and structure of research proposal

Unit-II

Research design – concept and types – exploratory, descriptive, diagnostic and experimental; sampling design; techniques, factors influencing sample size, measurement – concept, measurement scales – types and construction of scales and reliability and validity aspects in measurement

Unit-III

Methods of data collection – questionnaire/schedule; questionnaire designing, interview and observational methods; data analysis and interpretation, editing, coding, content analysis and tabulation; hypothesis 2 testing – an overview of parametric and non-parametric tests (analysis of variance, F-test, t-test, X² test, Wilcoxon Matched – pairs signed – rank test, Mann – Whitney test, Kruskal – Wallis H-test)

Unit-IV

An overview of dependent and interdependent methods (multiple regression, discriminant analysis, conjoint analysis, factor analysis, cluster analysis); ingredients and constructions of research report; procedure of preparation of reference and bibliography

Case discussion is compulsory at the end of every unit

Details

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3. Courier india only

4. Rating of product : largest selling

