

RAN-2408000802040001
M.M.S. (Sem.-II) Examination April - 2026
Business Research Methods
Time: 3 Hours]
[Total Marks: 70

સૂચના : / Instructions (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fill up strictly the above details on your answer book (2) Q.1 and Q.7 are compulsory. (3) Attempt any three (03) questions out of Q.2, Q.3, Q.4, Q.5, and Q.6. (4) Figures to the right indicate the marks allotted to that question. (5) All questions carry equal marks.	Seat No.: Student's Signature
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Q.1. Explain the Business Research Process in detail. **14**

Q.2. Explain Exploratory, Descriptive, and Causal research designs used in business research. **14**

Q.3. Explain the following terminologies **14**

- Simple Random Sampling
- Systematic Random Sampling
- Stratified Random Sampling
- Cluster Random Sampling
- Convenience Sampling
- Quota Sampling
- Snowball Sampling

Q.4. A company conducted a study to understand the relationship (both variables are measured at ratio level) between Employee Training Hours and Employee Performance Score. The following output was obtained from statistical software. **14**

Variables	Training Hours	Performance Score
Training Hours	1	0.68
Performance Score	0.68	1

Significance (p-value) = 0.002

Questions:

1. Identify the statistical technique used in the above table. **02**
2. Interpret the value “0.68.” **04**
3. What does the p-value indicate about the relationship? **04**
4. What managerial implications can be derived from the results? **04**

Q.5. a) Explain the concept of Mean, Median, Mode, Standard Deviation & Variance. **07**
b) Explain the concept of Regression. **07**

- Q.6.** What do you mean by scaling? Explain in detail the various comparative scales used to measure respondents' attitudes, and give examples for each scale. **14**
- Q.7. Write short notes, (any two)** **14**
- a) Ethics in Research.
 - b) Types of Variables
 - c) Contents of Research Report.
 - d) Concept of Scales
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