

TRIBHUVAN UNIVERSITY

2081

B.B.S. 4 Yrs. Prog. / IV Year / MGMT

Business Research Methods

MGT- 221 New Course

Full Marks: 50

Time: 1½ hrs

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Group "A"

Brief Answer Questions

[5×2=10]

Attempt ALL questions.

1. What do you mean by literature review?
2. What is case study?
3. Write an example of referencing a book by APA format.
4. State the objectives of research.
5. Discuss about moderating variable.

Group "B"

Short Answer Questions

[2×10=20]

Attempt any two questions from Q. No. 6 to 8 and Q. No. 9 is compulsory.

6. Discuss why reliability and validity are important in the attitude scale.
7. Explain in brief about the various research designs.
8. Describe principles of questionnaire writing on the basis of design and components.
9. Write short note on any ONE: [5]
 - a. Ethical concerns in research.
 - b. Concept of hypothesis formulation

Group "C"

Comprehensive Answer Questions

[1×15=15]

Attempt any ONE question.

10. What is the characteristics of scientific research? Also describe the process of scientific research.
11. State the purposes of research proposal. Also explain format of research proposal.