



**G.PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY**

Venkayapalli - Nandikotkur Road - Kurnool - Andhra Pradesh - 518 002

I-MBA, II-Semester II-MID Examinations, April, 2016.

Subject: Business Research Methods

Time Duration: 2hrs

Date: 26.04.2016

Max.Marks: 30M

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I. Answer the following. Each Question carries Equal Marks.

1. Explain the concept of Questionnaire. Illustrate how to develop a good Questionnaire?
2. "Data Analysis Process clearly is a crucial part of a research study". Discuss.
3. Portray the layout of a Research Report covering all relevant point?

\*\*\*\*\*ALLTHEBEST\*\*\*\*\*



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