



12. (a) What are the different types of scale used in measurement? What are the advantages and disadvantages?

Or

- (b) Discuss in detail the methods of collecting primary data.

13. (a) What is sampling plan? Discuss the plan in detail by identifying a research problem.

Or

- (b) How is questionnaire designed? Explain the steps in detail.

14. (a) What are the different methods of data analysis? Discuss

Or

- (b) How is a measurement technique validated? Explain.

15. (a) Explain in detail the contents of a report.

Or

- (b) What is the role of literature review in business research? How is literature review prepared? Discuss the approaches used.