

## BRM IMPORTANT QUESTIONS

Explain the nature, scope and significance of Business Research

Marketing Information System and components

Research Design and Types

Types of research and Research Process

What do you mean by Hypothesis? Explain the procedure of developing good Hypothesis

Explain the data collection methods used in Business Research

Sampling types and techniques

How do you determine the sample size for research? Which sampling method do you feel the best? Justify.

Explain the different types of scales with suitable examples

What is data processing and explain about editing and tabulation of data

Explain the different types of validity

Reliability types and elements.

Type-I, Type - II Errors

Differentiate between Parametric and Non-Parametric Tests

Differentiate between Bivariate and Multivariate Statistical Techniques



Edit with WPS Office