[4770] - 1004
M.B.A. (Semester - I)
104 : Business Research Methods
(2013 Pattern)

Time : 2½ Hours]   *[Maximum Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question has an internal option*
3) *Each question carries 10 marks.*
4) *Figures to the right indicate marks for that question / sub - question.*
5) *Your answers should be specific and to the point.*
6) *Support your answers with suitable live examples.*
7) *Draw neat diagrams and illustrations supportive to your answer.*
8) *Use of simple calculator is permitted.*

Q1) a) Define research. Discuss the factors that have contributed to the growing importance of business research. **[10]**

OR

b) Draft a research proposal for any one of the following : **[10]**
   i) A passenger car company which is keen to conduct a study on dealer effectiveness.
   ii) For conducting a study on increasing market share for a detergent company.

Q2) a) What are the essentials of a research design? Discuss the typical features of qualitative research with suitable examples. **[10]**

OR

b) A nation - wide bank wishes to offer special financial package to its customers who are senior citizens. Describe the steps for conducting exploratory research. **[10]**

Q3) a) What is the primary data? Explain the advantages and disadvantages of primary data over secondary data. **[10]**

OR

b) Develop a questionnaire to assess readers feedback and preferences for a national English newspaper. **[10]**

P.T.O.

Q4) a) Explain the term probability sampling? Discuss any two probabilities sampling in detail with merits and demerits. **[10]**

<p align="center">OR</p>

   b) What type of sample would you draw for any two of the following Justify your choice. **[10]**

   i) Purchasing priority for household appliances.

   ii) Traffic analysis in the city for air pollution control.

   iii) To study the extent of unemployment in your city.

Q5) a) Draw Histogram of the following data. **[10]**

Profit in Lakhs (Rs.)	10-20	20-30	30-40	40-50	50-60	60-70
No. of companies	10	14	24	21	19	14

Also find mode from the graph.

<p align="center">OR</p>

   b) i) The demand for a particular sparepart in factory was found to vary from day to day. In a sample study the following information was obtained.

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
No. of Parts Demanded	1,124	1,125	1,110	1,120	1,126	1,115

Test the hypothesis that the number of parts demanded does not depend on the day of the week.

   Given : Chi square calculated = 0.179

   Chi square at 0.05 (5d.f) = 11.07

   Comment on whether hypothesis is true or false with justi - fication. **[5]**

   ii) Explain in detail structure of the reasearch report. **[5]**

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