**[4970]-1004**

**M.B.A.**

**104 - BUSINESS RESEARCH METHODS**

**(2013 Pattern) (Semester - I) (CBCS)**

*Time : 2½ Hours]* *[Max. 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) *Your answer should be specific and to the point.*
5) *Support your answers with suitable live examples.*
6) *Draw neat diagram and illustrations supportive to your answers.*
7) *Use of Simple calculator is allowed.*

*Q1)* a) Define Research. Explain in detail the components that make a good research. **[10]**

OR

b) Giving suitable illustration explain the various elements of a research proposal. **[10]**

*Q2)* a) Differentiate between qualitative and quantitative research approach.**[10]**

OR

b) Explain the procedure of hypothesis test. Describing various stages involved. **[10]**

*Q3)* a) What is questionnaire? Describe different types of questionnaire methods. **[10]**

OR

b) Explain in detail levels of measurement, explaining nominal, ordinal, interval and ratio scale. **[10]**

*P.T.O.*

*Q4)* a)  What is error sampling? Explain Sampling and Non-sampling errors.**[10]**

OR

   b)  Define the following concept with example.  **[10]**

   i)  Population

   ii)  Sampling

   iii)  Sample size

   iv)  Sample Unit

   v)  Sample Frame.

*Q5)* a)  The monthly profit (in Rs.) of 100 shops are distributed are as follows: Draw histogram of the following data:  **[10]**

| Profit per shop | 0-100 | 100-200 | 200-300 | 300-400 | 400-500 | 500-600 |
|---|---|---|---|---|---|---|
| No. of shops | 12 | 18 | 27 | 20 | 17 | 06 |

Determine mode of the distribution graphically.

OR

   b)  i)  An automatic machine is designed to fill tins with 2kg of oil with a std. dev. 0.1 kg. A sample of 100 tins was examined and the average weight was found to be 1.94 kg. Can we say that the machine is working properly. Given $Z = -6$ (calculated) at 5% level of significance. Table value / Critical value 1.96 at 5% level of significance.  **[5]**

   ii)  Explain the characteristic of good research report.  **[5]**