P2149

[5165]-104

M.B.A. (Semester - I)

104 : BUSINESS RESEARCH METHODS

(2013 Pattern)

Time : 2 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) *Figures to the right indicate marks for that question/sub-question.*

5) *Your answer should be specific and to the point.*

6) *Support your answers with suitable examples.*

7) *Draw neat diagrams and illustrations supportive to your answers.*

8) *Use of calculators is permitted.*

Q1) A) i) What is business research? What are the characteristics of good research. **[5]**

ii) State the management dilemma and formulate management questions and research questions for any one of the following situations: **[5]**

a) The marketing manager of a two wheeeler manufacturer.

b) HR manager of a IT firm.

OR

B) Draft a research proposal on any one of the following situation: **[10]**

a) For conducting a study on the efficiency of manufacturing teams in a company.

b) For conducting a study of effectiveness of traffic rules and regulations of your city.

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Q2) A) What is exploratory research design? What are the techniques used for carrying out exploratory research design? **[10]**

OR

B) i) What is hypothesis? List down the characteristics of a good hypothesis. **[5]**

ii) Develop a hypothesis and state dependant and independant variable for any one of the following situation: **[5]**

a) Good supervision and increase in production level of workers.

b) Increase in sales and expenditure on advertisement.

Q3) A) Prepare a questionnaire for any one of the following : (Make necessary assumptions) **[10]**

a) To study customer satisfaction towards services provided by State Bank of India.

b) To study employee morale of an automobile company.

OR

B) i) Create measurement question (one each) that uses the following scales. **[5]**

a) A graphical rating scale

b) Likert scale

ii) What do you mean by primary data and secondary data? State its sources. **[5]**

Q4) A) Non-probability sampling designs ought to be preferred to probability sampling designs in some cases. Explain with an example. **[10]**

OR

B) a) Describe a situation where you would consider the use of cluster samples. **[5]**

b) What are the advantages and disadvantages of cluster sampling.**[5]**

Q5) A) i) Draw a histogram from the following data: **[5]**

Class limits	Frequency
0-10	12
10-20	23
20-30	32
30-40	45
40-50	28
50-60	10

Also find mode from the graph

ii) Write a note on processing of data. **[5]**

OR

B) i) Draw a pie chart for the following data : **[5]**

Item of expenditure	Expenditure in Rs.
A	300
B	260
C	50
D	240
E	80
F	170
G	200

ii) What is a research report? What are the essentials of a research report. **[5]**

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