P1272

[4470]-104

M.B.A. (Semester - I)
BUSINESS RESEARCH METHODS
104: Business Research Methods
(2013 Pattern)

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) *Figures to the right indicate marks for that question/sub question.*
5) *You answers should be specific and to the point.*
6) *Support you answers with suitable live examples.*
7) *Draw neat diagrams and illustrations supportive to your answer.*
8) *Use of calculators is permitted.*

Q1) a) i) What is business research? What are the objectives of business research? **[5]**

ii) State Management dilemma and formulate management questions and research questions for any one a the following situations. **[5]**

1) The production manager of motor cycle factory.

2) The Chief of police in your city.

OR

b) Draft a research proposal for any one of the following. **[10]**

i) A bank intrested in evaluating the effectiveness of its services.

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

Q2) a) What is descriptive research design? What are its types and state its advantages? **[10]**

OR

b) i) What is hypothesis? Give characteristics of a good hypothesis.**[5]**

ii) Purpose two hypothesis for any one of the following variable pairs specifying which is independent variable and which is dependent variable. **[5]**

1) Level of worker output and close ness of worker supervision.

2) Attendance in class and students performance in examination.

Q3) a) i) Distinguish between primary and secondary data. State different sources of each type. **[5]**

      ii) An investigative question in your employee satisfaction study seeks to assess employee "Job involvement". Create measurement question (one each) that uses the following scales. **[5]**

        1) A graphic rating scale

        2) Lekert scale

<center>OR</center>

  b) Prepare questionnaire for any one of the following situations. **[10]**

      i) To collect feedback of a training session.

      ii) To study the customer's satisfaction towards service provided by State Bank of India. (Make necessary assumptions).

Q4) a) Three sampling plans to determine the quality of the manufactured product are given below. **[10]**

      i) Inspect every 10th item.

      ii) Inspect one item every 10 minutes.

      iii) Inspect a random sample of 6 during each hour's production. State the sampling design in each case. Which one is the most appropriate? Give reasons.

<center>OR</center>

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

      i) To study entent of unemplayment in your city.

      ii) A survey with a view to control street begging in your city.

      iii) Customer buying behaviour in a mall.

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

Wages in ('00 Rs)	0-10	10-20	20-30	30-40	40-50	50-60
No. of Workers	2	4	11	15	25	18

Also find mode from graph.

b) i) A die is Known 120 times and frequencies for various faces are as follows

Face no.   1   2   3   4   5   6

Frequency   10   15   25   25   18   27

Given-   Chi square calculated =11.40

Chi square at 0.05 (5d.f)=11.070

Comment on whether the die was fair   **[5]**

ii) For a sample of 400 students are found to have a mean height of 171.38cms. Can it be reasonably regarded as a sample from a large population with mean height 171.17cms and standard deviation 3.30 cms.

Given Z=1.27 (calculated) <1.96 (tabulated)   **[5]**

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