

Total No. of Questions : 5]

SEAT No. :

P2369

[4670] - 104

[Total No. of Pages : 3

M.B.A.

104: BUSINESS RESEARCH METHODS

(2013 Pattern) (Semester - I)

Time : 2 Hours 30 Min.]

[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 live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*
- 8) *Use of calculators is permitted.*

- Q1) a) i) What do you mean by research? Explain its significance in modern times. [5]**
- ii) Briefly describe the steps involved in research process. [5]

OR

- b) Draft a research proposal for any one of the following. [10]**
- i) An Airline company in India operating domestically wants to find out customer satisfaction level.
- ii) A bank interested in finding out the customer satisfaction level.

- Q2) a) Explain the following concepts: [10]**
- i) Control Group.
- ii) Concomitant variable.
- iii) Extraneous variable.
- iv) Dependent variable.
- v) Independent variable.

OR

P.T.O.

- b) Premjivalji is a small jeweller from Jaipur with limited resources. He is into the business of designing and selling traditional Rajasthani jewellery. He believes that having an exquisite and a mystically arranged display on the 'Palace of wheels' will be suitable boots to his sales. He also feels that foreigners rather than Indians would be influenced more. It is the month of November 2014 and by the end of the year he wants to decide whether to go for display or not.

What is the recommended research design? Justify your selection. What would be the variables, hypothesis and population under study? [10]

- Q3) a)** What is 'measurement' in research? Explain all types of measurement scales with relevant examples. [10]

OR

- b) Prepare a questionnaire for any one of the following situation. [10]
- Causes of small scale industries sickness in India.
 - Problems faced by customers for online shopping.

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

OR

- b) What type of sample would you draw for any two of the following. Justify your choice. [10]
- Purchasing priority for household appliances.
 - Traffic analysis in the city for all pollution control.
 - To study the extent of unemployment in your city.

- Q5) a)** Draw Histogram of the following data.

Salary in ('00 Rs)	30-40	40-50	50-60	60-70	70-80	80-90	90-100
No. of Employees	20	30	60	75	115	100	60

Also find mode from the graph. [10]

OR

- b) i) The demand for a particular spare part in factory was found to vary from day to day. In a sample study the following information was obtained. [5]

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(5 d.f) = 11.07

Comment on whether hypothesis is true or false, with justification.

- ii) Explain in detail structure of the research report. [5]

