[5070]-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 questions has an internal option.*
3) *Each questions carries 10 marks.*
4) *Your answer should be specific and to the point.*
5) *Support your answer with suitable line example*
6) *Draw neat diagram and illustrations supportive to your answers.*
7) *Use of simple calculator is allowed.*

Q1) a) What is business research ? What are the objectives and importance of business research? **[10]**

OR

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

     i) To conduct a study on advertising effectiveness for automobile company.

     ii) An insurance company in evaluating the effectiveness of its services.

Q2) a) What is exploratory research design and briefly describe qualitative research techniques? **[10]**

OR

b) Explain following concepts. **[10]**

     i) Independent variable

     ii) Dependent variable

     iii) Concomitant variable

     iv) Extraneous variable

     v) Control group

P.T.O.

Q3) a) Define measurement in research? Explain all types of scaling techniques in detail. **[10]**

OR

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

i) To conduct a study on absenteesim in a manufacturing unit.

ii) To collect feed back of training session

Q4) a) Explain the term probability sample and its types in detail? **[10]**

OR

b) Define the following concepts. **[10]**

i) population

ii) Sampling

iii) Sampling error

iv) Non-sampling error

v) Sample size

Q5) a) Draw Histogram of the following data and find mode from graphically. **[10]**

wt. in .kg	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No.of Persons	42	38	120	84	48	36	31

OR

b) i) Construct stem and leaf data for the following 20 respondent. **[5]**

24, 35, 38, 48, 45, 38, 39, 40, 50, 47, 51,

33, 25, 27, 44, 46, 23, 28, 29, 30.

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

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