

Total No. of Questions : 5]

SEAT No. :

P3802

[5265]-104

[Total No. of Pages : 3

M.B.A.

140 : BUSINESS RESEARCH METHODS

(CBCS - 2013 Pattern) (Semester - I)

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 the marks for that question/ sub questions.*
- 5) *Your answers 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 calculator is permitted.*

- Q1) a)**
- i) What is Business Research? What are the essentials of a good business research? **[5]**
 - ii) State the management dilemma. Formulate management questions and research questions for any one. **[5]**
 - 1) The advertising manager of a leading news paper.
 - 2) The chief of police in the city.

OR

- b)** Draft a research proposal for any one of the following. **[10]**
- i) A Bank interested in evaluating the effectiveness of services.
 - ii) ABC Ltd. wants to launch a fresh Mango Juice. The management is interested to evaluate the market potential for the same.

- Q2) a)**
- i) What is Research Design? What are the features of good research Design. **[5]**
 - ii) You are the administrative manager of Three Star Hotel. Your CEO informs that guest complaints related to House Keeping and employee attitude are increasing. You have to investigate it. State the suitable research design you will adopt. Why? **[5]**

OR

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- b) i) What is hypothesis? State its characteristic. [5]
ii) Develop a Hypothesis and state dependant and independent variable for any of the following situations. [5]

- 1) Morale of the employee and improvement in working conditions.
- 2) Attendance in the class and students performance in the examination.

- Q3)** a) What do you mean by measurement? Explain the different levels of measurement. [10]

OR

- b) Draft a questionnaire for any one following study.
- i) To study the consumer buying preferences for a two wheeler.
 - ii) To study the impact of training on employee performance.

Note : Make necessary assumptions. [10]

- Q4)** a) “Research may be forced to adopt convenience sampling method. Explain this statement by stating the advantages and disadvantages of convenience sampling. [10]

OR

- b) Explain the suitable sampling method” for any two of the following situations and justify your choice. [10]
- i) To study the exlent of unemployment in your city.
 - ii) A survey to control street begging in your city.
 - iii) To study the impact of advertisement and creativity of the advertisement.

Q5) a) i) A die is thrown 120 times and frequencies of various faces are as follows.

Face No.	1	2	3	4	5	6
Frequency	10	15	25	25	15	27

Given : Chi- square calculated is 11.40 chi square at 5% level of significance at 5 d. f is 11.070 comment whether die was fair. **[5]**

ii) For a sample of 400 students are found to have a mean height of 171.38 cm. Can it be reasonably regarded as a sample from a large population with mean height 171.17 cm and standard deviation 3.30 cm. **[5]**

Given Z calculated is 1.27

Z tabulated is 1.96

OR

b) Draw a histogram of the following data.

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. **[10]**

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