

Total No. of Questions : 5]

SEAT No. :

P4931

[Total No. of Pages : 2

[5659]-104

M.B.A. (Semester - I)

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) *The answers must be specific and to the point.*
- 6) *Support the answers with suitable examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answers.*
- 8) *Use of calculator is permitted.*

- Q1)** a) i) What is business research? Explain the objectives of business research. [5]
- ii) State Management dilemma and formulate management questions and research questions for any one of 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 passenger car company which is keen to conduct a study on dealer's effectiveness.
 - ii) A restaurant interested in finding out the customer satisfaction level.

- Q2)** a) What is hypothesis? What are the good qualities of hypothesis and give one example of hypothesis to support the answer. [10]

OR

- b) What is descriptive research design? What are its types and state its advantages? [10]

P.T.O.

Q3) a) What is primary data? Explain the advantages and disadvantages of primary data over secondary data. [10]

OR

b) What is 'measurement' in research? Explain all types of measurement scale with the help of appropriate examples. [10]

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

OR

b) What is sampling error? Explain sampling and non-sampling error. [10]

Q5) a) Draw a Histogram of the following data : [10]

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.

OR

b) Explain the characteristics and structure of good research report. [10]

