

Total No. of Questions : 5]

SEAT No. :

P1519

[Total No. of Pages : 2

M. B. A. (Semester - II)
104 : BUSINESS RESEARCH METHODS
(CBCS) (2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions carry equal marks.*
- 2) Use of simple calculator is allowed.*

Q1) Draft a research proposal for any one of the following.

- a) Political affiliation of college students
- b) TV. viewers opinion on weekly reality show

OR

Explain the Business research & characteristics of good business research.

Q2) What is the Exploratory Research design & types of Exploratory Research.

OR

- a) Explain the hypothesis Testing.
- b) Explain Qualitative research approach & Quantitative research approach.

Q3) What is the primary data? Explain the advantages & disadvantages of primary data over secondary data.

OR

Prepare a questionnaire for any one of the following situation.

- a) Causes of Small Scale industries Sickness in India.
- b) Problem faced by customers for online shopping.
- c) To collect the feedback of customers for online services provided by the XYZ Bank

Q4) Define the following concept with example.

- a) Population
- b) Sampling
- c) Sampling Error
- d) Non Sampling Error
- e) Sample Size

OR

- a) How is Simple Random Sampling done & when it is Suitable?
- b) Explain the Characteristics of good sampling.

Q5) Let the national income of a country for the years 2000 - 01 and 2001 - 02 at current prices be 80650, 90010 & 90,530 crore of rupees respectively and per capita income for these years be 1050, 1056 and 1067 rupees. The corresponding figures of national income and per capita income at 1999-2000 prices for the above years were 80, 650, 80, 820 and 80,850 crores of rupees and 1050, 1051, 1048 respectively. Present this data in table.

OR

Consider the following marks obtained by 20 students in a business statistics test:

64	89	63	61	78	87	74	72	54	88
62	81	78	73	63	56	83	86	83	93

Construct a stem and leaf diagram for these marks to assess class performance. & describe the shape of these data

